


# ICE CREAM FIELD



## In this issue

Topic of the Month: Soda Fountains, Retailing  
To Inspire Salesmen: "Operations Enthusiasm"  
Merchandising Movements: Three Magic Words  
Soft Ice Cream — Its Effect On Your Business

March 1950

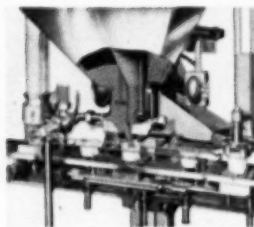
# INSTALL THE *Anderson* MODEL 34-C

## AUTOMATIC FILLER AND CAPPER

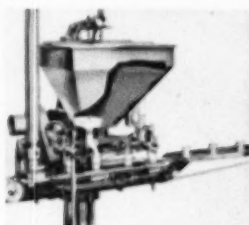


*Fast* UP TO 60 SMALL CUPS PER MINUTE  
*Versatile* FILLS VARIOUS COMBINATIONS  
*Profitable* REDUCES LABOR AND MAINTENANCE COSTS

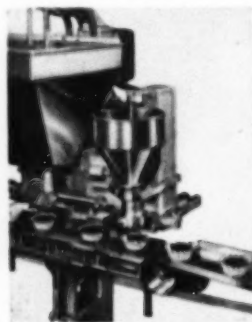
The last word in operating smoothness, efficiency, dependability. Handles all types of containers, with inner lids, up to and including pints. Output per minute up to 60 small cups, 45 medium cups, or 30 pints. Model 34-C operates with batch freezer or by direct tube hook-up with continuous freezer. Parts that contact ice cream are stainless steel or nickel silver. Comes equipped with syrup dispenser.



Filling small cups with one flavor using just one piston.

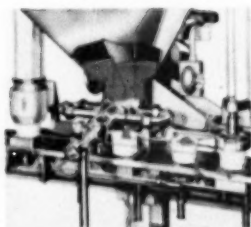


Left-hand section of hopper holds ice cream; right-hand section has syrup.

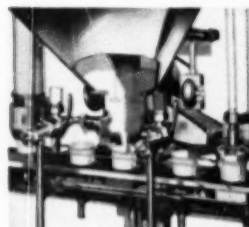


### TART ATTACHMENT

This new decorating attachment is extra equipment and takes the place of the capper when making tarts. Amount of whipped cream decoration is determined by piston setting.



Filling larger cups with one flavor using two pistons.



Filling nesting round cups with two flavors at one time.



Use this Handy Coupon for Quick Information

ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 2-3

Name \_\_\_\_\_

Address \_\_\_\_\_



# FAVORITES *for* '50

## The Brilliant New **SAVAGE** ICE CREAM CABINETS

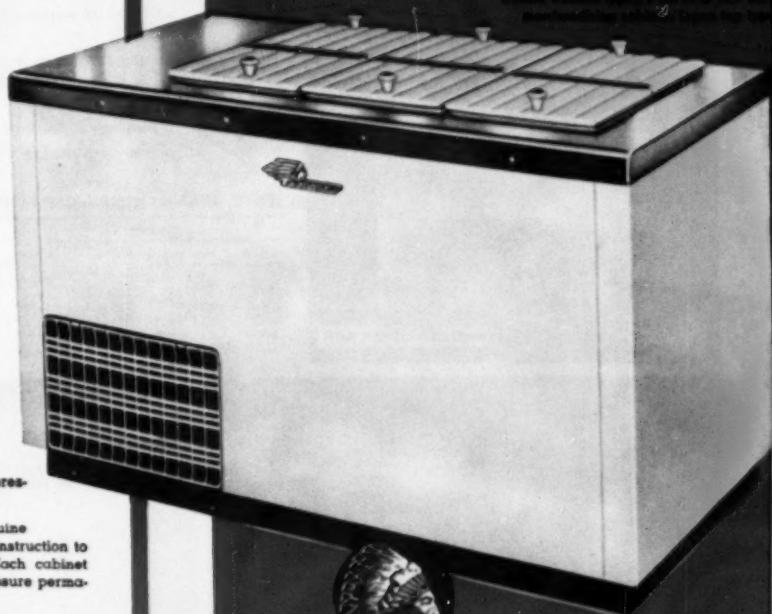
### 8 Great **SAVAGE** Features, Designed to Increase Your Profits

- Greatly increased capacity: 10 to 30% more ice cream in bulk containers.
- Refrigerated partitions between compartments. Not necessary to buy additional accessories at added cost.
- Modernized exterior design: ends flush (no screws) for easy in-line installation; top and sides super-smooth for quick, effortless cleaning.
- Glistening white lids of durable plastic—eye-catching, appetite-appealing, easy to wipe clean.
- Extra-strong, all-steel cabinet construction for longer service life. No wood to warp or rot. Corners reinforced for added strength.
- Uniform temperatures throughout cabinet; maintains ice cream (bulk or brick) at equal temperatures.
- Hermetically sealed, pull-out compressor for economical maintenance.
- Highly efficient insulation of genuine Fiberglas\*. Hermetically sealed construction to prevent infiltration of moisture. Each cabinet factory-tested under pressure to assure permanent air- and moisture-tight seal.

\*Fiberglas is the registered trademark of Owens-Corning Fiberglas Corporation.

One look at this great new line of cabinets and you'll be convinced that for 1950, Savage Ice Cream Cabinets are the units for you! And you'll be right. For the new Savage models, without sacrificing one bit of the famous Savage quality, have been redesigned inside and out to bring you greater eye-catching beauty, higher operating efficiency, and more dollar-to-cent earnings than ever before. Check the list of features on this page—all designed with your business in mind—and see why already the new Savage cabinets are the industry favorite for '50. Write today for literature. Savage Arms Corporation, Refrigeration Division, Union 4, New York.

12 different models to choose from—in 24 of your cabinet sizes:  
2 1/2, 3, single 4, 6, 12, 18, 24 double chest types 4, 6, 8, 12, 18, 24  
double chest types 2, 3, 4, 6, 8, 12, 18, 24  
handloading cabinet 2, 3, 4, 6, 8, 12, 18, 24



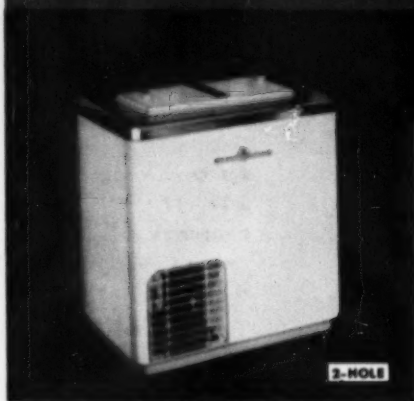
again in '50

the **SWING** is to

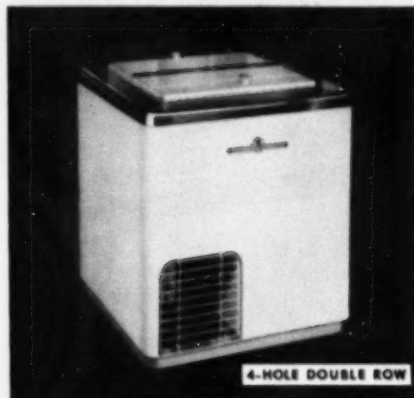
**SAVAGE**  
ICE CREAM CABINETS

# FIRST AGAIN!

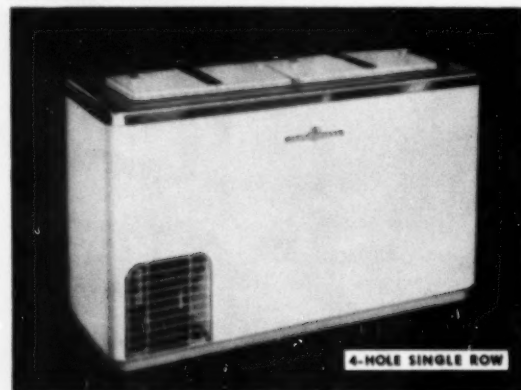
## New 1950 Models



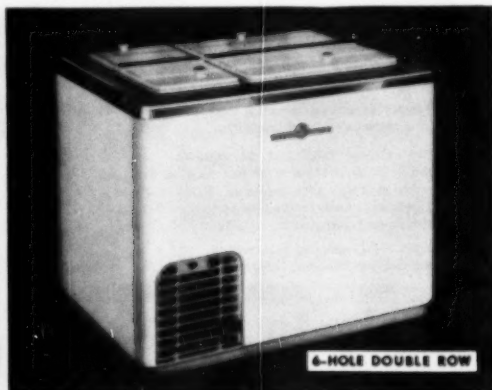
2-HOLE



4-HOLE DOUBLE ROW



6-HOLE SINGLE ROW



6-HOLE DOUBLE ROW

### ALL THE THINGS YOU'VE ASKED FOR *Are in these beautiful NEW Kelvinator Cabinets*

- ✓ Galvanized steel tanks and copper tubing.
- ✓ New top construction to allow more uniform installations—eliminate waste space.
- ✓ Even temperature distribution between deep and shallow sleeves—and from top to bottom of cabinet.
- ✓ Thermostat "well" on double row cabinets located at front of machine compartment.
- ✓ Heat exchanger located in machine compartment of 6, 8 and 12 hole cabinets.
- ✓ Openings in base of cabinets eliminated to prevent dirt accumulating underneath cabinets.

#### DIMENSIONS—CAPACITIES—SHIPPING WEIGHTS

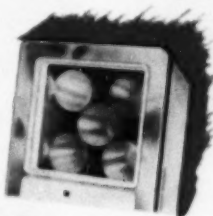
MODEL	DIMENSIONS			CAPACITY		APPROX. SHIP. WT.
	LENGTH	WIDTH	HEIGHT	ICE	PACKAGE	
2SR	31 1/4"	21"	34 1/4"	7 1/2 gal.	102 pts.	238 lbs.
4SR	33 7/16"	21"	34 1/4"	17 1/2 gal.	234 pts.	342 lbs.
4DR	30 1/2"	30 1/2"	34 1/4"	15 gal.	226 pts.	260 lbs.
6DR	42 13/16"	30 1/2"	34 1/4"	30 gal.	403 pts.	479 lbs.
8DR	53 15/16"	30 1/2"	34 1/4"	40 gal.	560 pts.	627 lbs.
12DR	80 3/16"	30 1/2"	34 1/4"	72 1/2 gal.	952 pts.	710 lbs.

# KELVINATOR!

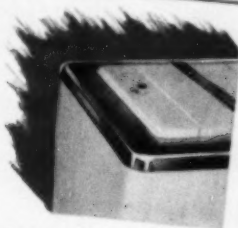
*Offer More Features Than Ever Before*

Increased capacities . . . greater durability . . . more dependability . . . lower operating cost . . . greater convenience in use—all these things Kelvinator brings to you in these beautiful new feature-packed ice cream cabinets for 1950. Here are cabinets designed, engineered and built to reduce your handling and service costs. Here are cabinets

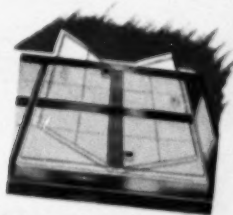
you can depend on to preserve the quality of your products right up to the point of sale. Here are cabinets with "quick service" and "space-thrifty" features to please your dealers. Check the features you want in an ice cream cabinet and you're sure to find them in these new 1950 Kelvinators. For complete details, see your Kelvinator representative or write for your copy of Kelvinator's new Ice Cream Cabinet Catalog.



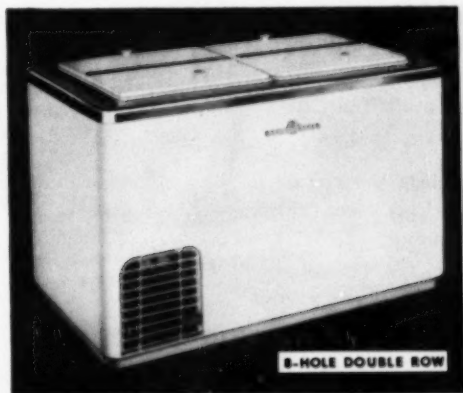
**NEW!** Increased capacity in large compartments of double row cabinets. Increases bulk storage capacity of 6-hole cabinet over previous models by 20%—the 8-hole cabinet by 14% . . . with no increase in the amount of floor space required.



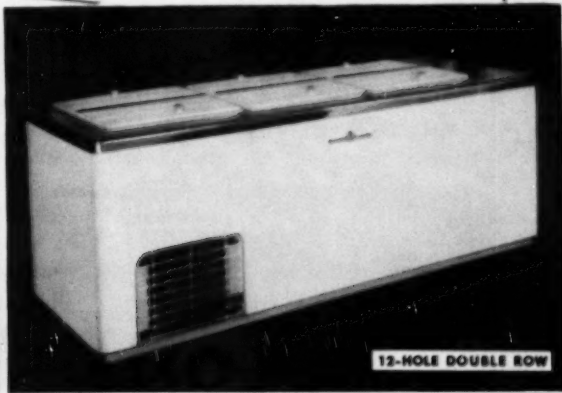
**NEW!** Kelvinator's new 1950 models have heavy gauge, drawn one-piece tops made of stainless steel with a high lustre finish. Completely eliminates all welded corners or seams. Easy to keep clean—meets all sanitation requirements.



**NEW!** Beautiful "clear white" lids of modified Polystyrene are durable—light in weight. Exclusive "double-the-width" lids on double row cabinets give quick access to a variety of flavors—may be placed to open from either side or end.



8-HOLE DOUBLE ROW



12-HOLE DOUBLE ROW



Plan it right now! Make sure that this summer, your ice cream will be the youngsters' one and only. It's easy to start this romance with Lily\* Ice Cream Cups.

Crisp, clean, sharply printed Lily Cups have a way with kids. They impress them strongly with your product and your brand name, with two-fold merchandising might . . . once at the point-of-sale and again at the point-of-consumption. You'll find Lily Cups are specifically designed to keep young America true to your brand!

Let us help you prepare for summer business now. Our experience covers 25 years with thousands of ice cream plants.

\*T. M. Reg. U. S. Pat. Off.



**LILY TULIP CUP CORPORATION**  
NEW YORK • CHICAGO • KANSAS CITY • LOS ANGELES  
SAN FRANCISCO • SEATTLE • TORONTO, CANADA



# FOR ONLY \$37<sup>50</sup>

## EQUIPMENT INVESTMENT

### YOU TOO CAN MAKE **RIPPLE** ICE CREAMS



#### IF YOU OPERATE BATCH FREEZERS

... with 5 to 20-gal. or more capacity, we have the equipment for you for bulk packaging. Our "Hand Ripple Pump" @ \$37.50 is stainless steel thruout, comes complete with pressure gauge and special Ripple nozzle. Shipped ready for immediate operation—can be installed in 10 minutes and have you cashing in on the wonderful sales-profits Ripple Ice Creams provide. For packages, the "RIPPLE MASTER" @ \$119.95 is the ideal small rippling and packaging machine.



ICE CREAM SALES

**TRIPLE**

when blended with

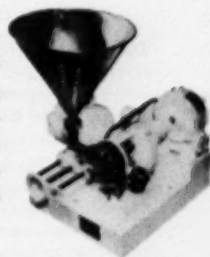
**RIPPLE**



Hundreds of plants the country over are cashing in on increased profits by running Fudge Ripple as a year-around favorite and then featuring as monthly specials any of the following fast-selling Ripple flavors: Butterscotch, Cherry, Strawberry, Black-Raspberry, Orange-Pineapple, and Chocolate Marshmallow.

#### IF YOU HAVE CONTINUOUS FREEZERS

Our variable-speed Ripple Pump (from \$345.) with our Ripple attachments for any number of gallon per hour capacity is the ideal equipment. For better distribution in packages, our new patented Ripple Inter-mixing device used with our Ripple Pump will enable you to get perfect sauce distribution without your operator having to rotate the package as it is being filled.



If you have Automatic Packaging Machines and want better distribution in the packages, write for details.

**BALCH FLAVOR COMPANY**

Adams at Fulton • PITTSBURGH 12, PA.

Yes... we are interested in making Ripple Ice Creams. Please send full details on suitable machinery for our equipment which is as follows:

- ☐ Please send your current price on Ripple Ice Cream Products.  
☐ Please send \_\_\_\_\_ 5-gal. cans of \_\_\_\_\_ (Flavor) R.T.U. Ripple Sauce at your published price.  
☐ Please send your free advertising helps for \_\_\_\_\_  
 Print name and address in margin.



Walgreen Drug Store, State & Madison Streets, Chicago

## Ice Cream for "the world's busiest corner" —from a Bastian-Blessing fountain

This beautiful super soda fountain is a highlight in Walgreen's gigantic new store located on "the world's busiest corner" in Chicago... one of more than 400 stores operated in 39 states. This discriminating Company has been using Bastian-Blessing equipment regularly for more than 20 years to promote its fountain department and to sell more of its ice cream.

You will be doing your customers a favor by recommending Bastian-Blessing fountains. Here's why. They attract more customers with their sparkling beauty and hospital-like cleanliness. Customers can be served more quickly and easily because the layout conserves every step and motion. Automatic controls keep ice cream firm even in hottest weather. Convenient temperature indicator gives warning if current should fail. Patented lids keep icicles out of your ice cream. Syrups and fruits are really refrigerated. And patented coolers and draft arms assure huge quantities of cold drinks and super-charged soda water for use with your ice cream.

In short, a new Bastian-Blessing fountain will increase gallonage by leaps and bounds. The next time you recommend a soda fountain, recommend Bastian-Blessing—the equipment that sells more ice cream.



**The BASTIAN-BLESSING Company**

4215 W. Peterson Ave., Chicago 30, Ill.

Qualified Sales and Service Outlets in All Principal Cities

**See the "Show-All"  
Demonstration Kit**



Shows you the nation's finest fountains in full color so realistically, you'll think you're touring the country on a magic carpet.

Shows your customer how to have the fountain he wants—in the style and size to fit his needs—by letting him build it first in miniature.

Exclusive with your Bastian-Blessing distributor. See him today.



# **SAVES \$50,000.00 in ONE YEAR**

**VELAN ENGINEERING COMPANY**

**announces**

**the revolutionary new in U.S.A. and CANADA**

## **FIRST FULLY AUTOMATIC PLANT**

(Swiss)  
High precision  
automatic  
wrapping  
machine



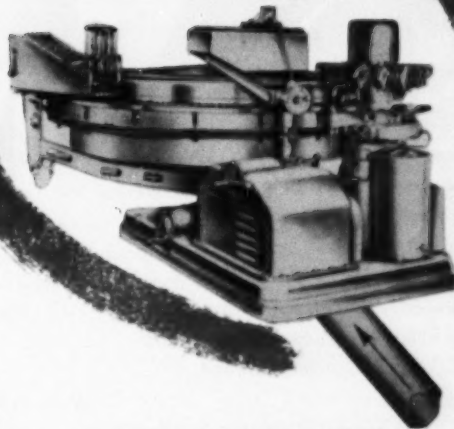
**for  
4,000 per 1 Hour  
ICE CREAM BARS  
or  
REVELS**

**PRODUCED, CHOCOLATE COATED AND  
WRAPPED IN ONE CONTINUOUS  
OPERATION.**

- Achievement of
- Danish dairy top experts
- Swiss precision engineering workmanship

**THESE ARE THE RESULTS  
OF OVER 15 YEARS OF  
RIGID TESTS:**

Only 2-3 operators required  
Shortest freezing time (6 minutes)  
Superior ice cream quality  
Lowest production costs  
No waste of ice cream  
Brine proof operation  
Steady and unrushed production  
Synchronized, luxurious wrapping  
High precision and safety due to hydraulic drive  
Ice cream wrapped in aluminum foil stays fresh 4 times longer.



(Danish)  
Rotating  
Ice Cream  
Automat

From the Continuous freezer

**The Only Method Where The Finished Product Has Not Been Touched By Hands**

### **VELAN ENGINEERING COMPANY**

**2451 Dementigny Street East**

**Montreal, Canada**

# MATHIESON

*is located to serve you*

## DRY ICE *FAST*

● Look at the spread of Mathieson's 16 dry ice warehouses. Notice how they blanket the area - New York to New Orleans. Each is strategically located to give you the Dry Ice service you need... swift, reliable, profit-saving delivery.

But there's more to service than prompt delivery. Mathieson has the answers for you on efficient Dry Ice storage, handling and use through research and long experience in this field.

Check the location of the nearest Mathieson distribution point and get better service and better utilization of Dry Ice. Mathieson Chemical Corporation, Mathieson Building, Baltimore 3, Maryland.

### MATHIESON DRY ICE WAREHOUSES

ATLANTA, GA.  
BALTIMORE, MD.  
BIRMINGHAM, ALA.  
CHARLOTTE, N. C.  
CHATTANOOGA, TENN.  
GREENSBORO, N. C.  
JACKSONVILLE, FLA.  
KNOXVILLE, TENN.  
MEMPHIS, TENN.  
NASHVILLE, TENN.  
NEW ORLEANS, LA.  
NEW YORK, N. Y.  
NORFOLK, VA.  
RICHMOND, VA.  
SALTVILLE, VA.  
WASHINGTON, D. C.

**Mathieson**  
CHEMICALS

SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH



**NOW**—*at our expense* **TRY NEW, PURE**

**KOHNSTAMM**  
**VANILLA**  
**"1162"**

*26 Ounces Prime Bourbon Bean . . . Two-Fold*

**H.** Kohnstamm's exclusive new process of extraction brings you a *pure*, more concentrated, better flavor vanilla that means finer taste for your ice cream—lower flavoring cost per mix!

Your customers and *their* customers will appreciate this true full-bodied vanilla. And because of the extra strength of Vanilla 1162, every ounce of this new extract goes much further—proved by actual plant tests! Ice cream flavored with Vanilla 1162 wins in every *comparison taste!* That's why we're particularly anxious for you to try it in your plant...*at our expense!*



*One Hundredth Anniversary*

*To take advantage of this Free Test offer, fill out and mail this coupon now to the branch nearest you.*

FIRST PRODUCERS OF CERTIFIED COLORS

**KOHNSTAMM & CO., Inc.**

VANILLA DIVISION

89 PARK PLACE, NEW YORK 7 • 11-13 E. ILLINOIS ST., CHICAGO 11

4735 DISTRICT BLVD., LOS ANGELES 11

ATLANTA • BALTIMORE • BOSTON • CINCINNATI • CLEVELAND • DALLAS • DETROIT  
HOUSTON • INDIANAPOLIS • KANSAS CITY, MO. • MINNEAPOLIS • NEW ORLEANS  
OMAHA • PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN FRANCISCO

VANILLA DIVISION  
H. KOHNSTAMM AND CO., INC. DEPT. F-1

Send us test quantity of Vanilla 1162—26 oz.

Prime Bourbon Bean ☐

Fortify with \_\_\_\_\_ oz. of Vanillin per gallon ☐

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

## Progress Parade

### California

Mattson's Ice Cream Fountain has opened at 2666 Willow Pass Road in Concord.

\* \* \* \* \*

The Texaco Fountain has reopened as Bret Harte Parlor No. 2 under the management of Vera Gibson, Lucille Chapman and Doris Bertram in Grass Valley.

\* \* \* \* \*

C. B. Venerable has opened a Frostie Shoppe at the corner of Jefferson and Normandie in Los Angeles.

\* \* \* \* \*

Mrs. Fred Carlisle has opened the Pollyana Ice Cream Shop at 315 N. Palm Canyon Drive in Palm Springs.

\* \* \* \* \*

A new Foster's Old Fashioned Freeze Parlor recently opened on Vernon and Taylor Streets in Roseville. Opening day was quite an occasion for the youngsters, as managers Leslie Osborne and Gladys Sale saw to it that every child was given a free ice cream cone.

**MORE PROFITS IN '50?**

**Then Start Building Dry  
Stop Gallonage Today with . . .**



ICE CREAM manufacturers everywhere acclaim the gallonage building qualities of Bob-ette.\* Get your 1950 gallonage building program going today by ordering your Bob-ettes\* for profitable promotion.

WRITE TODAY FOR THE BOB-ETTE\* "PROFIT STORY."

\* Reg. U. S. Pat. Off. No. 2465142. Other Pat. and Trademark Reg. Pend.

Product of United Sound & Signal Co., Inc., Columbia, Penna.

**PENNCO, Inc.** "PENNCO IS SERVICE"

ABBOTTS BUILDING,

PHILADELPHIA 7, PA.

The Frosty King Products Company has purchased a 52 by 110 foot lot at the corner of Tweedy Boulevard and Madison Avenue in South Gate.

### Indiana

Ground has been broken for the construction of a new Borden fluid milk and ice cream plant at Lafayette. The modern one-story structure, which will cost approximately \$100,000, will serve as the new headquarters for Borden fluid milk and ice cream operations in Lafayette, replacing the company's present premises there.

Scheduled to be completed in the spring, the new plant will be eighty-five feet wide and 135 feet long, and will contain 10,000 square feet of floor space.

### Louisiana

Hamel's Ice Cream Company, Inc., of Shreveport, filed articles of incorporation with the office of the Secretary of State at Baton Rouge during the week of February 17. Capital stock was listed at \$100,000.

### New York

The Gold Crest Ice Cream Company has been incorporated with Emanuel G. Manicas as President, to take over the business of the Yeostros Ice Cream Company, 1444 Broadway, Buffalo, a 30-year old company in the wholesale and retail ice cream business.

Mr. Manicas has acquired the controlling interest that had been owned by Louis and the late John Yeostros who, with Mr. Manicas, had conducted the business for many years. Two sons also are officers. Harry E. Manicas is Vice President and General Manager and George E. Manicas is Secretary and Production Manager. The company has just completed an \$80,000 plant.

\* \* \* \* \*

Articles of incorporation were filed with the Secretary of State at Albany for Gold Medal Ice Cream Company, Inc., of Patchogue, on February 4. Capital stock was listed at 100 shares no par value.

### Oregon

A building for the sale of ice cream is being erected on State Street in Oswego by State Senator Jack Bain of Portland.

\* \* \* \* \*

The Rich Maid Ice Cream Store has been opened by Mr. and Mrs. Chet Cole in the Masonic Building in Sheridan.

### Tennessee

Jersi-Gold Dairy Products Company of Manchester has begun construction of a new plant building for its ice cream operation.

### Washington

Floyd Marcum has purchased the Super Ice Cream Parlor located next to the post office in Chelan. The store will be managed by Harold Marcum.

# Presenting a new HYDRAULIC REFRIGERATION SYSTEM

*"The Heart that keeps on pumping"*

IT'S A  
SELF-CONTAINED  
HYDRAULICALLY-OPERATED  
REFRIGERATION SYSTEM  
DRIVEN BY THE  
TRUCK'S OWN  
POWER TAKE-  
OFF



FURTHER DETAILS on "Better Refrigeration at Less Investment" are available by writing for Batavia's informative new folder on hydraulic truck refrigeration.

Here is mobile refrigeration at its best. It is one compact unit, wholly self-contained, becoming an integral part of the truck's own power plant. Constant, controlled temperatures are generated *en route*, independent of auxiliary engines, holdover plates. It is better refrigeration, *less weight* for *greater saving*, with payload guarantee every minute of every mile.

*What This  
Means to  
Ice Cream  
Delivery*

**LESS WEIGHT** This lighter hydraulic system greatly reduces overall weight, allowing for smaller initial investment in trucks and chassis.

**BIGGER PAYLOADS** With less weight in the refrigeration system, truck capacity can be utilized for greater payloads, bigger profits.

**LARGER TERRITORIES** Now delivery fleets can transport nights, deliver days. Larger territories, more returns, from every truck!

**RAPID PULL-DOWNS** Fast four-hour pull-downs (defrosting and cleaning) keep truck constantly available. No more pulling truck out of use for 24 hours as usually required.



## BATAVIA BODY COMPANY

BATAVIA, ILLINOIS

# Best Looking... Best BUY too!



**SCHAEFER  
OPEN TYPE  
MODEL O-10  
ICE CREAM CABINET**  
*holds 444 pint packages*

Here's the finest merchandising cabinet you can buy. It offers you everything—illuminated superstructure with pictures, removable shelves, casters, night cover and flavor strips, all at no extra cost. And you get the startling new Schaefer beauty, the BIG Schaefer capacity, plus famous Schaefer dependability and economy of operation.

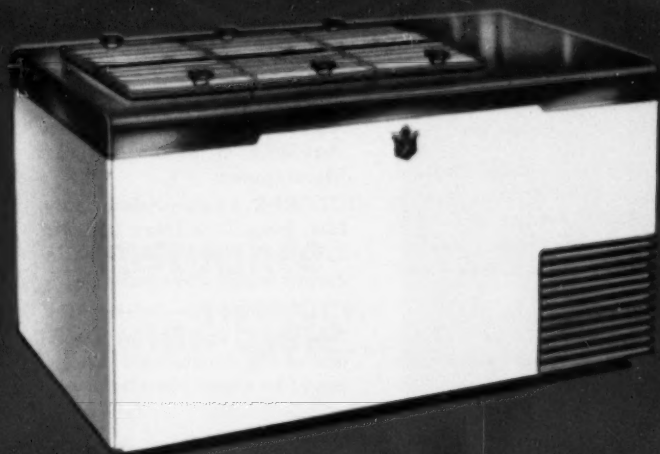
**NOW...at new low prices!**

*Manufacturers of* **SCHAEFER ICE CREAM CABINETS, CLEARVIEW ICE CREAM AND FROZEN**



# Schaefer Cabinets Sell MORE

No matter how you measure the value, Schaefer's best . . . Schaefer gives more beauty, more capacity and a model for every requirement — each with the long-known Schaefer quality and economy in performance.



## EXTRA CAPACITY MODEL 6EC

40 to 43 gallons model dipping capacity— that's what you get from the six full-depth holes in Schaefer's 6EC ice cream cabinet. It's the same story with all Schaefer EC models—extra dipping capacity: 55 to 63 gallons from the 6EC, 80 to 85 gallons from the 12EC. And where space is limited, there are four compactly designed Schaefer chest type cabinets.

## CLEARVIEW® MODEL "20"

Clearviews are the glass top ice cream cabinets. Every package is in direct contact with a prime refrigerated surface. It's Clearviews that have finger-tip action, double-truck doors of triple Thermopane. It's Clearviews that have sleek new "stage-lighted" super-structures (light extra cost). There's a Clearview for every capacity requirement. Model "20", illustrated, holds 845 pints.



The most complete line  
of ice cream cabinets ever offered

*Schaefer*  
INC.

SINCE 1929 • MINNEAPOLIS

FOOD MERCHANDISING-DISPLAY CABINETS, PAK-A-WAY HOME AND FARM FREEZERS

# Coming Events

**MARCH 20**—Hotel Fort Des Moines, Des Moines, Iowa; Regional conference of the Retail Ice Cream Manufacturers of Iowa.

**MARCH 21-23**—Hotel Gearhart, Gearhart, Oregon; Annual convention of the Northwest Retail Ice Cream Manufacturers Association.

**MARCH 23-24** — Madison, Wis.—Annual Dairy Manufacturers Conference, sponsored by the University's College of Agriculture.

**MARCH 27-28**—Hotel Morrison, Chicago; Annual Meeting of the American Dairy Association.

**APRIL 25-27**—Hotel Mayflower, Washington, D. C.; Third Highway Transportation Congress of the

National Highway Users Conference.

**APRIL 24-27**—Navy Pier, Chicago; National Packaging Exposition.

**MAY 7-10**—Hotel Traymore, Atlantic City, New Jersey; Annual Convention of the Flavoring Extract Manufacturers Association.

**MAY 16 - 18** — Hotel Bedford Springs, Bedford Springs, Pennsylvania; Annual Meeting of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

**JUNE 6-8**—Hotel Biltmore, Palm Beach, Florida; Annual Convention of the Florida Industry Association.

**JUNE 20-21**—Ithaca, New York; 45th Annual Meeting of American Dairy Science Association at Cornell University.

**AUGUST 7-8**—Hotel Greenbrier, White Sulphur Springs, West Virginia; Annual Convention of West Virginia Dairy Products Ass'n.

**SEPTEMBER 13-15**—Hotel Fort Des Moines, Iowa; Annual Convention of the Association of Ice Cream Manufacturers and the Iowa Milk Dealers Association.

**OCTOBER 10-12** — Hotel Mayflower, Washington, D. C.; 17th Annual Convention of the National Association of Retail Ice Cream Manufacturers.

**OCTOBER 16-21**—Atlantic City, New Jersey; 17th Dairy Industries Exposition, staged by the Dairy Industries Supply Association.

**OCTOBER 18-20**—Atlantic City, New Jersey; 46th Annual Convention of the International Association of Ice Cream Manufacturers.



Try this special blended formula in your marbleized ice cream. Whip or pump the sauces easily and economically.

Packaged in 5 gallon steel pails. Requests for working samples and prices given prompt attention.

MANUFACTURED BY **BOYER BROS. ALTOONA, PA.**  
INCORPORATED

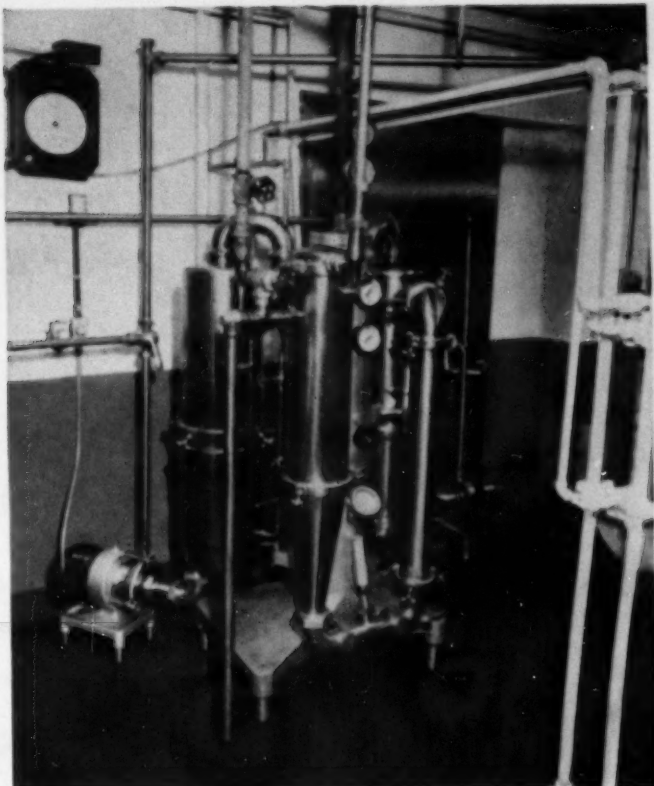


An Eastern Dairy College writes:

"We made a mix using your VELVA-CREME and MIXIFIER and the ice cream was very good. Whipping time was reduced and the ice cream had a smooth texture."

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of Good Taste...



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Chicago 6, Ill.

- ☐ Send copy of Bulletin G-436  
☐ Have representative call

Name .....

Firm Name .....

Address .....

City ..... State .....

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## ICE CREAM FIELD

VOL. 55

*March*

NO. 3

**A GRANT**  
THE MODERN  
MAGAZINE  
OF THE  
ICE CREAM  
INDUSTRY  
PUBLICATION

Staff: HOWARD B. GRANT, Editor and Publisher; SIDNEY M. MARAN, Assoc. Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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**See what this smart styling  
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Just look at the sweeping, modern lines of this Frigidaire Reserve Capacity Cabinet! You can see at a glance that Frigidaire Reserve Capacity Cabinets are the most beautiful ever built.

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**Look at the extra value**

**New Low Prices**  
**give you!**

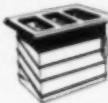
Right from the start, Frigidaire Reserve Capacity Cabinets gave more for the money than any other standard models. And today—at new low prices—these wonderful cabinets are an even better buy! For full details, call the Frigidaire Distributor or Factory Branch that serves you. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

# FRIGIDAIRE ... for Storage-ability

## 8 reasons why you can't match a Frigidaire Ice Cream Cabinet!

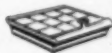
1. Rigid "All-Steel" Sealed-Tight Cabinets, Bonderized and finished with 2 coats of lustrous white enamel.

2. Even temperatures from top to bottom, thanks to copper refrigerant tubing wrapped all around the storage tank and 100% soldered.



3. One-piece stainless steel top—easy to clean and easy to keep clean.

4. Beautiful white Dura-Lids of molded polystyrene—fully insulated yet feather-light.

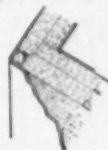


5. Efficiency-Plus Condenser at bottom of cabinet. It's more efficient, keeps floor dry.

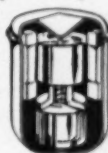
6. Exclusive Frigidaire Cold-Control—easily accessible—permits accurate, full-range temperature adjustments to suit all conditions.



7. Heavy fibrous glass insulation—4 inches thick on sides, ends and bottom, with lapped joints—means greater economy.



8. Famous Frigidaire Meter-Miser. It's the simplest refrigerating mechanism ever made, sealed in steel and oiled for life. The Meter-Miser carries its own special 5-Year Warranty.



Reserve Capacity Design gives you more storage space per dollar of cabinet cost than any other standard cabinet sold today—gives you far more capacity per square foot of floor space than ever before. And that means your dealers can carry much more complete selections—yet drivers actually need call less often.

## ... for Flex-ability

More usable space plus ingenious shelves, dividers and baskets allow each dealer to find a convenient stock arrangement *exactly* suited to his needs. These accessories are available at small extra cost.

## ... for Service-ability

Removable front and back panels permit easy access to machine compartment. Valves and controls are at the serviceman's fingertips, and the Meter-Miser is easily removed if necessary. "Low-side," sub-top, storage tank and tubing can be removed as a unit, without cutting tubing or breaking soldered joints.

## ... for Depend-ability

Frigidaire All-Steel, Sealed-Tight Cabinets—famous throughout the ice cream industry for efficiency and reliability—are made even better by a host of basic construction features and improvements.



Your best salesmen  
in any store—  
Frigidaire  
Zero Self-Servers

These eye-catching cabinets make customers stop, look and buy. They're styled and built just like Frigidaire Reserve Capacity Ice Cream Cabinets. Three sizes, with capacities of 5.3 cu. ft., 8.2 cu. ft., and 11.2 cu. ft.

## FRIGIDAIRE

### Reserve Capacity Ice Cream Cabinets

Equipment for Soda Fountains, Freezers, Hardening Rooms and Trucks.  
Beverage Coolers • Milk Coolers • Water Coolers • Air Conditioners  
Ice Makers • Display Cases • Zero Self-Servers  
Cooling Units • Compressors

Over 400 Frigidaire commercial refrigeration and air conditioning products—most complete line in the industry.

# Soda Fountain Operation



BY A. CHARLES DRAPER

Supervisor, Soda Fountain Planning, Rexall Drug Company

## XII. APPROACH TO LAYOUT

Layout is—

1. Knowing what you want:

- Whether you want two creamers or one.
- Sandwich board, and what size.
- Stream table, location and size.

Know by "feel" what equipment you want, and the relative location of each. You can do this by calling in your operator and teaching him how to visualize blueprints (remember that the operator is used to working with "space" right in his shop; he knows what ten feet is by pacing it off, or by knowing how far he can reach, but he is not used to blueprints). You, yourself, can see how this works. If you are accustomed to working with 1/4-inch scale blueprints, and someone gives you a blueprint of a different scale, you need to force yourself to visualize the new scale until you can "feel" your way around the layout. The second way you can learn to know what you want is to get on the job with the operator in an existing fountain, take a blueprint with you, and you and the operator discuss it together on his ground.

Remember that operators are prejudiced about some of

their pet ideas. Get the "why" of his reasoning. For example, he may say that he needs a shelf to fit above the backbar because he has a pastry case that is 2' high that must go under the shelf. Now, is that pastry case standard with you? Perhaps your standard is 16 inches. If so, can that shelf be lowered to 16 inches?

If you have a dishwashing problem, and you want to determine the size of drainboards or workability of a layout, (a) watch the operator work it, and (b) get in and wash dishes yourself, until you are satisfied that the layout is right or wrong. Then you can in future planning, prevail upon the operator to accept your ideas because they are proven for *YOUR CONDITIONS*. The same procedure pays dividends in the other parts of the fountain.

After having gone through the four basic functions, we realize that for each of the functions, we must have certain pieces of equipment balanced within specific sections of the fountain. We will now attempt to show how we take each one of those component parts and incorporate them into the whole.

A. "Layout" is the term used in putting on paper the plan of the fountain, showing relationship of the mass—in this case, pieces of equipment—one to the other. Layout is formed generally in the following steps:

1. Rough layout—in which we decide:
  - a. Where to place the fountain in the store.
  - b. The type and shape of the fountain.
  - c. Whether we have all stools, or a combination of booths and stools.
  - d. Whether we will have high or low counter, and therefore, backless stools or back rests.
2. Rough layout with equipment added—in this phase we decide where to put the equipment for the four basic functions, and:
  - a. Whether we will have one food station or two.
  - b. How many soda stations we will need.
  - c. We spot all of the supplementary elements to the layout.
3. Finished layout with details added—in which we check:
  - a. Dimensions of all equipment to make sure it fits in our space.
  - b. That our layout contains all of the elements necessary to do the job.

(Continued on page 24)

## ABOUT THIS ARTICLE

**THE CONCLUDING INSTALLMENT** of Mr. Draper's vital series on "Soda Fountain Operation" appears herewith.

The planning expert is concerned here with problems of layout as they pertain to soda fountains. Among the topics discussed are the placement of the fountain in the store, the type and shape of the fountain, dimensions of the equipment, and the advantages and disadvantages of the various standard organizations of the fountain. Drawings of the most common types illustrate Mr. Draper's theories.

This article—the last of six—brings to a close a series which began in *ICE CREAM FIELD'S* October, 1949 issue.



# If it's RESULTS you want...

## RUPPEL'S

The Handy Corner Store  
1101 GEELE AVENUE

SHEBOYGAN, WISCONSIN

January 29, 1950

Illinois Baking Corporation,  
2230 S. Union Ave.,  
Chicago 16, Illinois.

Gentlemen:

I am enclosing herewith pictures showing the SAFE-T Cone window which we had on display for 30 days -- starting the end of December, 1949 and continuing through the month of January, 1950.

As a word of explanation -- we had many interesting comments on this window -- and feel that it gave a needed 'shot in the arm' to our January ice cream cone business.

The glass window itself was dotted with various size snow-flakes -- and to create the effect of the ice cream cones on the left (on top of the large case), we took plastic snow ball Christmas tree ornaments and dipped them in various fountain syrups -- chocolate, lemon, raspberry and lime.

I feel that the picture itself does not really do credit to the window -- and the above explanation will give you a better idea of it. We certainly feel gratified with the results we obtained and the interesting comments we received by displaying Safe-T cones during January.

Yours very truly,

*John D. Ruppel*  
John D. Ruppel

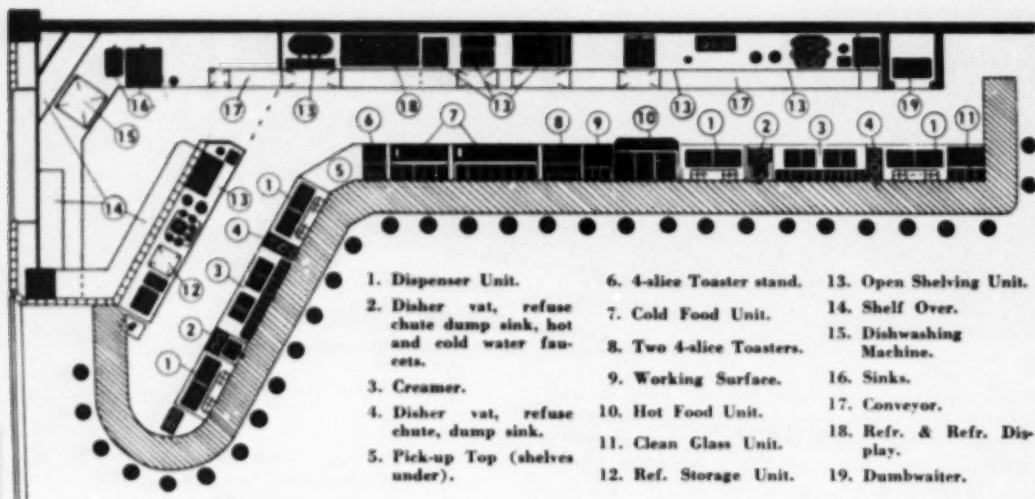


Your retailers, too, can increase sales of bulk ice cream with SAFE-T Cones' 1950 Sales Program. Let us do the work -- you get the benefit. Write or wire now for complete information. No obligation!

**ILLINOIS BAKING CORP.**

2230 S. UNION AVE. • CHICAGO, 16

Bakers of the Famous SAFE-T Cones and SAFE-T Cups



- c. At this point, we check the layout for an estimate of the final cost.
- d. We check the layout from an operating point of view to make sure that it will operate with the proper payroll and other costs.
4. Working drawings—from this point on, all of the thinking and planning that has gone into the layout is interpreted into working drawings of a larger scale in which are shown:
  - a. Elevations, which will show what the general fountain will look like when built. (It is during this time that architectural treatment is planned for such things as superstructure, merchandising, signs, ventilation, etc.)
  - b. Cross-sections, which will show special construction of any item that is not standard.
  - c. Details for the purpose of manufacturing and bidding on non-standard items.
- B. How do we start? Assuming we have determined the location and its potential, and have established the menu and price range; we start by plotting the location of the fountain within the store:

*1st step:* Rough, as the term implies—we use a soft pencil for the rough layout. We work at an approximate scale, since at this point, the scale is not important, because we are striving for an over-all pattern. If we are relatively sure that a standard layout will not only fit the space, but all the conditions as well, we can save time by "dropping" it in.

*2nd step:* After deciding on the location within store and type and size of fountain, we are ready for the second step. At this point, we "trace off" the fountain portion of the store and rough in the fountain outline. Then we lay in the equipment roughly to see if all of our elements fit. At this point, we may have to "give or take" a stool or two, depending upon how the fountain affects the balance of the store, but whenever we reduce it, we must not do so at the expense of facility.

*3rd step:* We now are ready to again trace off the fountain portion or work the fountain into the overall plan. On this step, we work to scale and check all dimensions to make sure the equipment will fit. At this point, we also check to make sure we have not forgotten anything. An equipment and facility list is helpful. (Remember, we plan equipment to be functional and to provide facility—do not overequip or underequip.)

In the third step, we also add rough elevations or sections to help draftsmen interpret our ideas. Remember that the planner has a definite idea of how the fountain is to operate, therefore, he must pass those ideas on so that they can be incorporated in the working drawings.

*PROFORMA:* At the end of the 3rd step, we prepare a proforma statement. (Proforma is a coined word meaning "projected performance.") Thus, we can check our layout to see if it will operate efficiently and economically.

*4th step:* In this step, we interpret our layout into working drawings. This is usually done to a larger scale. We have found  $\frac{1}{2}$ " to the foot very satisfactory. Special details, however, will need to be "blown up" to a greater scale ( $\frac{3}{4}$ ",  $\frac{1}{2}$ ", or 3" to the foot, and in some cases, full size). This is necessary to show all the details clearly. At times, the planner carries the layout through the working drawings, but usually, he passes it on to the drafting room at the end of the 3rd step. Whenever this is the procedure, he must check with the drafting room to assure his ideas being interpreted correctly.

### XIII. LAYOUTS CLASSIFIED

Planning being the complex subject that it is, we cannot hope to cover all phases in this skeleton; however, we

(Continued on page 53)

# Now!

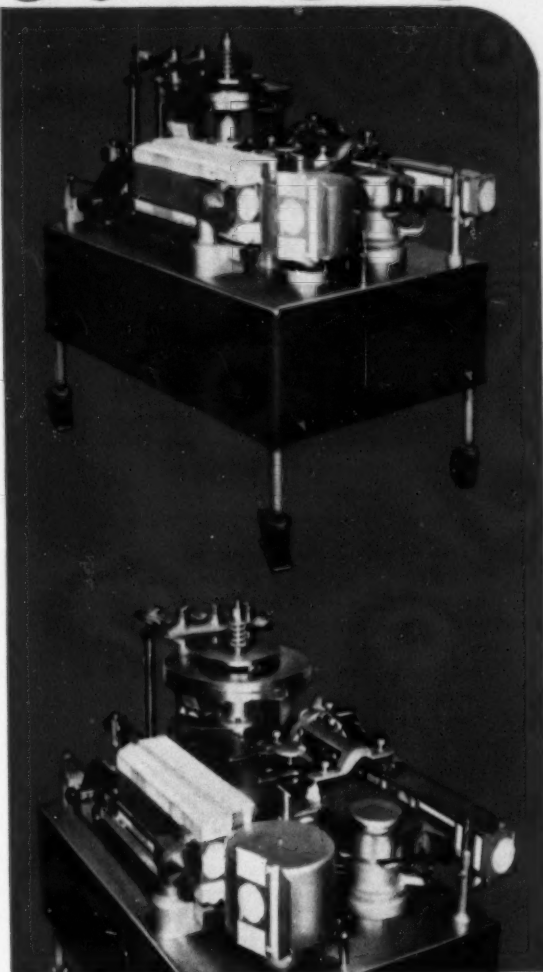
## Pure-Pak "JUNIOR" Automatic ICE CREAM PACKAGING MACHINE

20 to 60 Pints per Min.

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- Also Available for No. 2 Linerless Quart, or Ice Tray Package  
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ZONE \_\_\_\_\_

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10r

## What Price 'Fair Trade?'

BY M. L. FINNEBURGH

*General Sales Manager, Fountain Division  
The Liquid Carbonic Corporation*

THE development of fair trade practices in general industry has spread itself across the front pages of our newspapers and trade journals to such an extent that many of us have lost sight of the fact that these so-called "business protective measures" do not represent a "cure-all" for the small business man.

Granted is the basic value of these measures in protecting the ethical merchant against both the unethical operator and the great power of enormous quantity buying. But, beyond the point, "fair trade" cannot support or protect the average retail store owner.

Let us be more specific and apply the problem directly to the retail drug store. Here is represented the most powerful and vulnerable outlet for ice cream and dairy products in their many and varied forms. Over 40,000 drug stores operate fountains and in the great majority of instances the store owner today is talking more about the security of "fair trade" than any other subject pertaining to his business. He likes the idea of buying and selling toothpaste, cosmetics, sundries, etc. at the same price as his competitor, be he large or small. He is inherently afraid of being "under sold."

Possibly you are wondering: Where is the connection between 40,000 druggists . . . fair trade . . . and the sale of ice cream and dairy products over the soda fountain? The answer is simple and of utmost importance to the Ice Cream Industry as a whole. "Fair trade" cannot protect Mr. Average Store Owner against smart, aggressive and well planned merchandising. His competition can sell at "fair trade" levels and still push him over the brink into bankruptcy. He can be "outsmarted," "outsold"

and beaten back on his financial heels by the individual personality of his competitor's operations. And that's where the story of ice cream and fountain merchandising gets its greatest opportunity and deserved recognition by those 40,000 druggists.

He carries thousands of packaged articles on his shelves and in his showcases. His competitor has the same articles, the same packages, the same quality, the same product reputation, the same customer acceptance, and is backed by the same manufacturers and their great national advertising campaigns. So Mr. Druggist becomes a "convenience carrier" of these products; he can sell only store location and display, but NOT individuality and personality.

It's not so with ice cream, dairy products, foods and the soda fountain. Here he can create better service, finer finished products, more comfort for the customer, the last word in sanitation and "selling atmosphere." He can create store personality that will draw traffic past the doors of his competition. He can stand alone as the best merchandiser in his neighborhood regardless of the equalizing factor of "fair trade" practices in his other departments.

Does the story sound good? Does it appear to be easily salable to the retail druggist? Sure!! But are we selling it? Does the average druggist recognize the potential of "ice cream and the fountain"? Unhappily, the answer to these last questions is in a too great a percentage: NO!!

Why? Well, there are at least two reasons:

1. The average store owner has a very short perspective on "how" and "what" to do in reference to good merchandising. He can't watch his neighborhood competitor, let

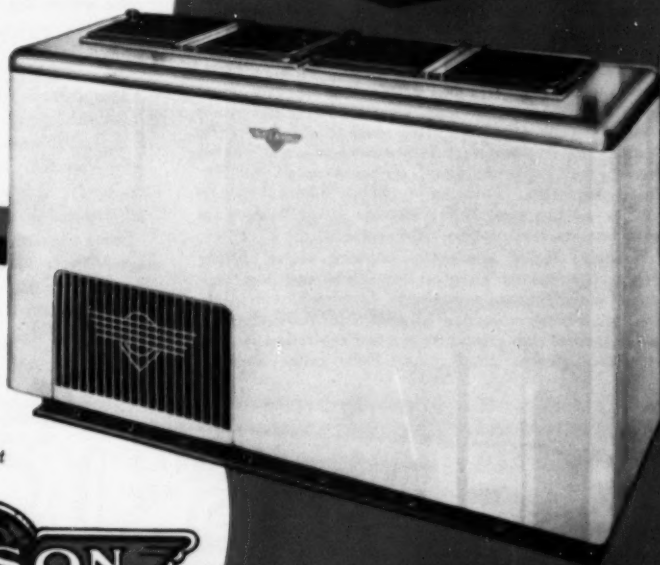


**T**he best of metals, insulation and component parts — the modern machine tools and testing equipment — used in the building of Nelson Ice Cream Cabinets are available to any manufacturer — if they pay the price. But the reservoir of engineering knowledge accumulated through 53 years of experience is Nelson's exclusive property. It is that "Something Extra" every equipment buyer gets when he insists on Nelson.

Combined with the finest of materials and prideful craftsmanship, this vast fund of "know-how" explains Nelson's leadership in outstanding value and dependable, year-after-year low-cost performance.

Only in Nelson Ice Cream Cabinets will you get that valuable "Something Extra." It is the reason Nelson is, and always has been, a *better* investment.

Something  
extra!



complete  
catalog

Sent On Request



**C. NELSON MANUFACTURING CO.**

4016 N. UNION BOULEVARD  
ST. LOUIS 10, MO.

alone find out what good ideas are paying dividends in the next city or across the country.

2. We (the Ice Cream Industry as a whole) do not bring the story to him in a logical, forceful, and interesting way. Either we don't know our own story or we are afraid to tell it. In both cases we, and we alone, are to blame.

May we submit that which could be considered startling proof of our laxness towards educating the retailer in smart fountain operation. We quote from an article of the October 31, 1949 issue of *Time Magazine* in which the famous designer Raymond Loewy is quoted under the heading of "The New Frontiers."

"The American Soda Fountain is disgraceful; anyone who has ever smelled the mid-summer-night stink of a sloppy soda fountain—decayed hamburger, sour milk, mustard and vanilla—can never forget it."

In view of the importance of the issue and in the interests of the Ice Cream and Fountain Industry, we have made the following reply to Editor Luce of *Time*:

"Dear Mr. Luce:

"We refer to an article on pages 73-74 of *TIME MAGAZINE*, October 31, 1949 issue, entitled: 'The New Frontiers,' dealing with unexplored regions of ugliness and inefficiency in industrial design.

"Mr. Loewy (as evidenced by his statement) does not know all the answers to everything. The 'design' of soda fountain equipment has nothing to do with this complaint. The so-called 'mid-summer-night stink' comes not from fountain design but from the effects of negligent management and poorly trained personnel. For Mr. Loewy's information (and possible amazement) the members of the Soda Fountain Manufacturers Association and the Ice Cream Manufacturers have, over the past years spent millions of dollars in research and design. Today, modern fountain-luncheonette equipment meets with the most exact demands of national, state and city sanitation codes. Furthermore, we are proud to state that the Soda Fountain Manufacturers Association was one of the original and most energetic sponsors of the National Sanitation Foundation which has taken the lead in solving sanitation problems of all kinds. Its work has received nation-wide acclaim.

"Fountains today are equipped with sealed fitting strips, die-stamped stainless steel lids and top cappings, sealed refuse containers, automatic refrigeration and temperature control and hundreds of other basic features that guarantee perfect sanitation from a functional design standpoint. Sour milk—decayed

M. L. FINNEBURGH, General Sales Manager of the Liquid Carbonic Corporation's Fountain Division, emphasizes in this article, based on a recent convention talk, the role of "better merchandising" in the campaign to increase sales of ice cream.



hamburger, etc., represent inexcusable negligence on the part of the operator or owner of the establishment.

"Possibly Mr. Loewy in his anxiety to interest new clients could be of great benefit to the soda fountain industry . . . he could attempt to redesign human nature . . . teach people to be clean . . . inspire personnel to respect the customer and their boss.

"There are thousands of clean, sanitary and worthy fountain operations all over America. Our advice to Mr. Loewy is to stop patronizing the establishments with 'mid-summer-night stinks' and go across the street or around the corner where he can be properly and graciously served. Just one more thought! We have seen many of Mr. Loewy's great design accomplishments look mighty undesirable and unkept after the public has had them a while.

Yours very truly,  
M. L. Finneburgh"

The Merchandising bottleneck (as expressed by Mr. Raymond Loewy) can be broken only through the efforts of the Ice Cream Industry (the Ice Cream Manufacturer—the Fountain Manufacturer—the Supply and Accessories concerns). It is our job to educate and to convince our retail outlets.

Some progress is being made. Even now the Soda Fountain Manufacturers Association has appointed a Merchandising Committee that looks forward to a series of meetings with committees formed by the I.A.I.C.M. and D.I.S.A. It is hoped that from these meetings will come a better

(Continued on page 58)

FOR  
WATER ICES

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FOR  
ICE CREAM

INSTANTLY SOLUBLE STABILIZERS TO SPEED PRODUCTION AND PROFITS

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The BIG 3 in Ice Cream Flavors is now a

# BIG 4

## Butter Brickle\*

CANDY ICE CREAM FLAVORING

**Wins High Sales Rating as Standard  
Flavor in Area after Area!**

**TRY THIS PROVED GALLONAGE BUILDER...FOR GREATER PROFITS...AT OUR RISK**

A recent survey disclosed that in Omaha, BUTTER BRICKLE was the fourth Ice Cream flavor (following vanilla, chocolate, and strawberry).

In Des Moines, one manufacturer reported BUTTER BRICKLE as the second flavor—two reported it as the third flavor, and one reported it as fourth flavor.

In still another area a recap showed BUTTER BRICKLE in third place flavorwise, and 12% of volume—only 3% under the number two seller. More and more such

reports are registered every week.

Learn for yourself at our risk, the tremendous gallonage-building qualities of BUTTER BRICKLE. It's the flavor steadily winning top places—not as a special feature, but as a Standard Flavor!

The Coupon below invites you to order the 10-pound can of BUTTER BRICKLE, enough to make a trial 30 gallons of finished product—a sufficient quantity to test for consumer acceptance in your market. If not entirely satisfied with your trial run, the money you have paid for BUTTER BRICKLE will be cheerfully refunded. Clip, sign and mail Coupon today.

\*Butter Brickle is the exclusive Trade Mark of Fenn Bros., Inc. ®



## Fenn's Butter Brickle\*

GROUND

CANDY ICE CREAM FLAVORING

"MADE BY ICE CREAM MAKERS FOR ICE CREAM MAKERS"

**MAIL COUPON  
FOR 10 LBS.—  
ENOUGH FOR  
30 GALLON  
TRIAL RUN**

FENN BROS., INC., SIOUX FALLS, SOUTH DAKOTA

Please ship one 10-pound can of FENN'S Ground BUTTER BRICKLE Candy Ice Cream Flavoring on money back guarantee. Price \$3c per pound, F.O.B. Sioux Falls, S. D.

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

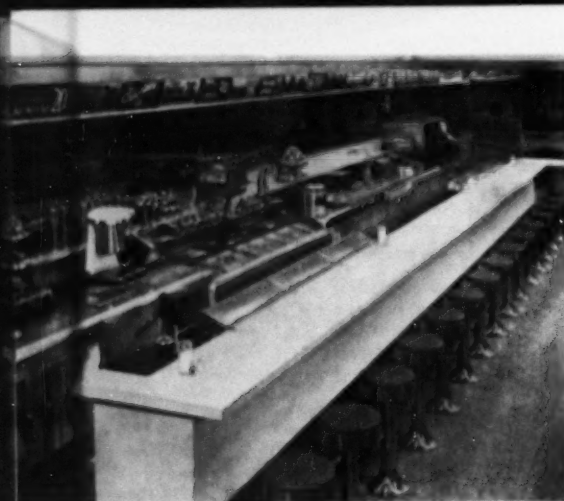
BY \_\_\_\_\_

(Title)

NOTE: Regular 27-pound cans of BUTTER BRICKLE sell for 48¢ per pound, F.O.B. Sioux Falls. On orders for 4 cans (108 lbs.) or more, freight will be prepaid to any point in the U.S.

**SATISFACTION...OR MONEY BACK**

C-3



# WELL-PLANNED FOUNTAINS

BY C. J. PALMER

*Soda Fountain Manufacturers Association  
Chicago, Illinois*

**I**F THE question "Do you realize how important the soda fountain is to your industry?" was put to any ice cream manufacturer, he probably would answer: "Certainly I know. A large percentage of our product is sold by stores operating soda fountains."

But I propose to change the wording somewhat, and use as a text for this article the question: "Do you realize how important A WELL-PLANNED SODA FOUNTAIN IS TO YOUR INDUSTRY?"

The subject is a timely one because, in our estimation, most ice cream manufacturers overlook, or ignore, the change which has taken place in the status of the soda fountain with respect to its functions.

There was a time when ice cream constituted the bulk of the business done by the nation's soda fountains. Today, the most successful soda fountains cater to both appetite and thirst, offering quick and economical food service at all hours of the day and night.

While ice cream continues as an important part of soda fountain service, and one cannot conceive of a soda fountain without it, yet the fact remains that ice cream is only one part of the service and ice cream sales respond in direct proportion to the overall popularity of a soda fountain.

Ice cream manufacturers should not resent this statement. On the contrary, they should rejoice at the popularity of their principal outlets. The popular soda fountain provides a better market place for ice cream, whether it is eaten on the premises or carried out. The greater the patronage at the soda fountain the more people are "exposed" to the

---

NOTEWORTHY INSTALLATIONS of soda fountains, all achieved within recent months, are pictured on this page. At the top is seen the interior of the Wilson Drug Store in Jasper, Indiana. This installation, which is thirty-seven feet in length, was executed by the Liquid Carbonic Corporation of Chicago. The counter and top of the installation is of black formica. The center photograph shows a forty-four foot fountain installed by the Bastian-Blessing Company of Chicago in the new Hook Drug Store in Elkhart, Indiana. Twenty-two customers can be seated at the low-fountain counter and they are served by the Bastian-Blessing Twin-Serv creamer and luncheonette units. A view of the Monroe Creamery's retail outlet in Rochester, New York, is had in the bottom photograph. The soda fountain in this store was manufactured by the Stanley Knight Corporation of Chicago, and represents one of the fountain firm's latest design ideas.

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# What It Takes to Make a Quality Package

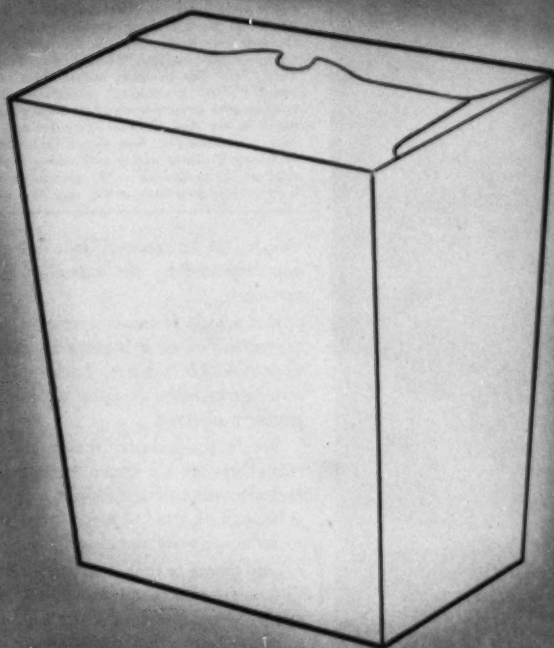
Clean, firm board, with a "quality" feel and appearance

Corners specially designed for tight closure

Expert die cutting and forming make a square, sturdy package

Pails can be furnished with flaps turned back to save filling time

Accurate, approved measure



**SPEDE-PAC**

Special impregnating process insures even over-all waxing

Patented, positive-locking top (on the SPEDE-PAC and PEEL PAIL)

Highest quality art work and printing—in stock or your own designs

Glued securely with special moisture-resisting glue

Pails are designed to "nest," saving storage space

Bloomer Bros. Deluxe Pails are available in these styles: SPEDE-PAC, PEEL PAIL, DIP-PAC

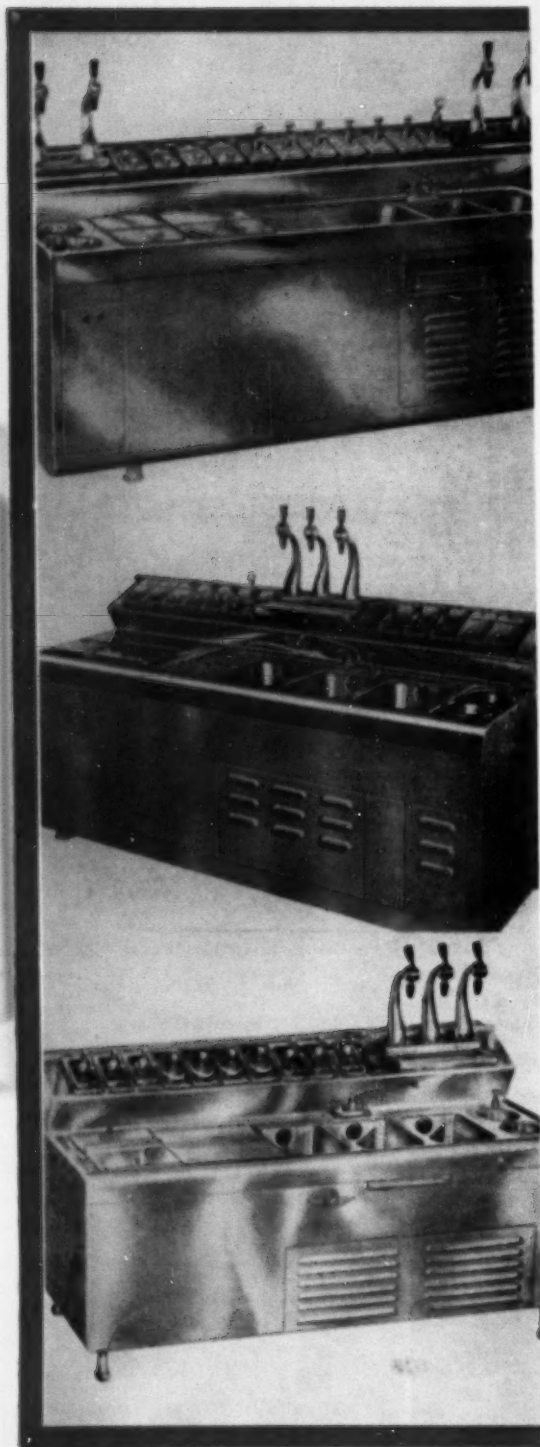
**T**HESE quality features are important to you. They mean ease in packaging, protection for your ice cream, and strong sales-appeal to the consumer.

They come from wholly controlled raw materials, modern equipment, rigid inspection procedures, continuing research, and "know-how" acquired through many years.

SEND FOR SAMPLES OF THESE SUPERIOR PACKAGES



**BLOOMER  
BROS. COMPANY  
NEWARK  
NEW YORK**



**CURRENT MODELS** being featured by three leading manufacturers of soda fountain units are pictured on this page. The top photograph shows what Foremost Fountains, Inc. of New York City considers to be one of its more popular models. Model B700-3 is seven feet long, and features four draft arms. In the center photograph is a bobtail unit manufactured by the Phenix Soda Fountain Company, Inc. of New York City. This company makes these units in four sizes—5', 5'6", 6', and 6'6". All the bobtail models are available completely self-contained—with compressor and/or carbonator. Seen in the bottom photograph is the Ace Cabinet Corporation's Model BT-6. The New Bedford, Massachusetts firm states that dimensions of this unit are six feet long by forty and a half inches high and thirty inches wide. Insulation is cardboard with concealed refrigeration equipped with thermostatic expansion valve, says the manufacturer.

delights of ice cream. Their own merchandising efforts are supplemented by the appeal of a well rounded fountain service.

But a soda fountain operation cannot realize its full potentialities unless it is properly equipped to handle the business to which it caters. Lacking adequate facilities, it cannot, successfully, compete against stores which have been properly planned.

We in the industry realize the close relationship which exists between ice cream manufacturers and their dealers and are aware of the weight a recommendation carries. It is because of this knowledge that we are making this effort to influence your thinking.

Our theme is that it is neither logical nor profitable for ice cream manufacturers, when giving advice to their dealers, to center attention on ice cream alone. Self interest, we think, dictates a broader approach to the problem.

A. Charles Draper, Supervisor, Soda Fountain Planning, Rexall Drug Co., said, in the January issue of *ICE CREAM FIELD*:

"We must keep in mind that regardless of what make of equipment we buy, we will gain immeasurably by choosing that equipment that is designed to do the job in the location, and under the conditions for which it is planned to be used."

If our premise that ice cream sales benefit from the overall success of a fountain operation is accepted, does it not follow that the interests of all are served by better planning and the installation of equipment which will permit of justice being done to all types of service?

As we have said, it appears that food and beverages, other than ice cream, now constitute the largest percentage of volume at the average soda fountain. This being true, is it not consistent to give the proper weight to this potential business? If the business as a whole is handicapped, the value of the soda fountain as an ice cream outlet is weakened. Strengthen the outlet by recourse to proper planning and the market for ice cream is expanded.

If ice cream manufacturers will face this problem squarely they will, we believe, realize that their best interests lie in cooperating with the soda fountain manufacturers in promoting the installation of modern, properly designed equipment.

Another factor is the increasing demands from Public Health officials for more sanitary operation of soda fountains.

The soda fountain industry has, within the last two years,

*the tiny drop...*



"Just  
a drop  
in the  
bucket"  
...that's  
how much  
stabilizer  
you use, com-  
pared with the  
amounts of other in-  
gredients in your formula.

☆ But that drop does a tremen-  
dous job...can make a great differ-  
ence in the sale of your ice cream. ☆ The  
texture free of ice, the smoothness of  
blended ingredients, the bursting forth of de-  
licious flavor...all these may depend on the  
performance of this "drop" of stabilizer. ☆ And the  
stabilizer that delivers exceptional performance in  
the ice cream mix is the new and vastly superior  
English gelatine, SPA. And SPA costs substantially less  
than ordinary gelatines. ☆ SPA has been perfected by a  
new, unique process to do one specific job...to stabilize  
ice cream. Every property, every function of SPA has  
been developed and is ideally suited to the needs,  
the problems and the processes of ice cream  
manufacture. ☆ SPA is a product of B. Young &  
Company, famous for fine gelatines since  
1818. Let us send you a sample, or  
additional information about  
SPA. Write today to:

*that  
holds a  
million  
sales*



*B. Young & Company of America, Ltd.  
20 Exchange Place, New York 5, N. Y.*

**SPA**  
*Gelatine*



**Bowey's**  
Inc.

blueprint for better business

new "WAVES" roll in... and OUT!



Fast sellers, those sensational new BOWEY  
"Wave" Ice Cream flavors. And why not... they're the  
eye-appealing "Ice Cream with the Built-In  
Sundae Flavor." All we ask is that you,  
personally, sample the rich, superbly-blended new  
Chocolate... the smooth, exciting  
Butterscotch... and the fresh, natural fruit  
flavors in Strawberry, Cherry, Red Raspberry,  
and Black Raspberry. Your taste will *sell* you  
... as it will your consumers!

Write today for samples...



CHICAGO 18, Illinois • 679 Orleans St.  
BROOKLYN 5, New York • 771 Bedford Ave.  
LOS ANGELES 11, Cal. • 4368 Dixie Blvd.





C. J. PALMER, Executive Secretary of the Soda Fountain Manufacturers Association, advises, in this article, that ice cream manufacturers would do well to make careful studies of the equipment requirements of their dealers, and urges the installation of adequate units, so placed as to permit of prompt, economical and sanitary service.

spent hundreds of thousands of dollars in redesigning equipment to conform with the exacting sanitation standards which were recommended by the First National Sanitation Clinic, which was held in Ann Arbor, Michigan, in 1948, under the auspices of the National Sanitation Foundation.

Every possible effort has been made to facilitate the sanitary operation of soda fountains by improving design, construction and installation procedures. This voluntary action of the soda fountain industry should be acclaimed by the ice cream industry. Wide distribution of acceptable equipment will do much to overcome the unfavorable publicity soda fountains have received. Both you and we profit by the removal of any obstacle which hampers our customers.

Recommendation of equipment which is obsolete even before it is installed will not help the cause.

Recommending "get by" equipment because of its lower cost is not progress—it is not even good business.

There are many outstanding examples of successful exclusive ice cream stores and we have no thought of trying to discredit such operations. The very fact that they are successful proves our point. Usually these ice cream stores are clean and attractive, carry a large variety of flavors and

have ample storage and service facilities for ice cream. Their customers know and get what they want.

Quite often, also, small "dry" stops are converted to "wet" ones by the addition of inexpensive equipment which permits of a limited beverage service. It is, of course, questionable whether some of these converted stops can meet Public Health sanitation standards, but, to all intents and purposes, these stores are "in the soda fountain business." As a rule, however, this makeshift equipment adds more to the cost of service than would a convenient and sanitary soda fountain and, because of this, in the long run is less economical.

Another bad feature of these "conversions" is the fact that food items may, later, be added to the service without adequate provision for sanitizing multi-use utensils, with the end result that Sanitarians step in and the whole business may suffer a loss of prestige.

We say, again, that the soda fountain is the most important outlet for ice cream, but that maximum results can only be attained if the soda fountain business, as a whole, is kept healthy by careful planning of layouts and the installation of equipment which will handle the job economically and in accordance with sanitary standards.

The attitude of the soda fountain manufacturer may appear to be a selfish one. We will benefit directly and immediately from an increase in sales of more efficient equipment, but our long range profit will come from the expansion of the market as a whole and all others in the business of supplying soda fountain products will share proportionately in the upsurge. Because of the importance of soda fountains in the marketing of ice cream, any increase in the popularity of these outlets will be reflected in the consumption of ice cream.

Summed up, therefore, our position is that ice cream manufacturers, as the greatest beneficiaries, have everything to gain and nothing to lose by advocating a more careful study of the equipment requirements of their dealers, and the installation of adequate units, so placed as to permit of prompt, economical and sanitary service. Such a program, it seems to us, is bound to benefit everyone concerned.

SODA FOUNTAINS that command attention and stimulate patronage are pictured below. At the left is an installation located in an Owl-Rexall Drug Store in Los Angeles. This

was manufactured by the Seco Company, Inc., of St. Louis, Missouri. At the right is a new soda fountain set-up recently installed in the St. James restaurant in the Washington

Heights area in New York City by the Fishman Company, Philadelphia, Pennsylvania. For photographs of other fountain units, see Pages 30 and 32.





## Fancy As You Please



**F**ANCY forms and molds are said to be a forgotten art in the ice cream industry. Manufacturers protest that the high cost of time and labor involved in the production of such specialties makes it prohibitive to produce them.

Yet here and there about the country there are manufacturers doing a superlative job on fancy forms and finding a ready market in their communities. Because these specialties are especially attractive during the cold weather months, there are signs that more ice cream companies are enlarging specialty departments to handle a growing volume.

A good example of a retail ice cream manufacturer who has built a solid following for these specialties is to be found in Dayton, Ohio. Maharg's Ice Cream Plant at 829 S. Main Street has achieved a reputation for these items. The firm's experience dates back to 1912. Headed by Frank Maharg and his sons, Frank Maharg, Jr., and George Maharg, the company has built a volume that shows fully twenty-five percent of its total sales on fancy forms and molds.

The Maharg operation is concentrated in Dayton and

PLANT WORKER uses a standard mold to turn out ice cream "wedding slippers"—one of the many specialties of this kind manufactured by the Maharg organization. Some of the others are pictured at the top of this page.

suburbs with all sales through three retail stores. The organization's reputation was built on a caterer-style high butterfat ice cream with low overrun. Through consistent newspaper advertising and store displays a steady volume on such items as the Baked Alaska, Wedding Slippers, Ice Cream Cakes, Pies and Holiday Molds has been achieved.

Most of the Maharg orders are taken over the telephone or through the retail stores well in advance of the date required. The firm has encouraged the Dayton public to call upon Maharg to cater to all types of parties in homes, schools, churches, and in meeting places of fraternal orders.

The heavy low overrun ice cream is offered also in French pint packages containing 16 percent butterfat and retailing at forty cents per pint. Even the standard package of fourteen percent butterfat is sold to the consumer for twenty-eight cents. A demand has been filled also for water ices retailing at twenty-five cents per pint.

### All Factory-Packaged

It is interesting to note that the Maharg operation is 100 percent factory-packaged. No soda fountains are maintained in the company's retail stores and that has cut personnel required down to the minimum of one mature woman sales clerk in each store. As the stores are open from mid-morning to late evening, each sales clerk works one of two shifts and is relieved by another woman.

Although no bulk is offered, the packaged ice cream is available at all times of the year in at least twenty tempting flavors. No sherbet is sold but there are four flavors of ices carried. The firm puts up only one ten cent item, "Mr. Big," and that is supplemented by the "Eskimo Pie" and "Popsicles," retailing respectively at a dime and a nickel, and purchased from another manufacturer.

The packaged ice cream is available in pints, quart bricks, seven slices wrapped in a package with no extra charge for a special stencil on the slice. The gallon is priced at \$3.00 or eight pint packages will be offered at the same price.

No food is sold in the stores nor is loose candy handled. Packaged candy or bars and bags are attractively displayed on the shelves retailing at \$1.50 a pound down to the five-cent candy items. Other items such as nutmeats and cocktail tidbits are available for the take-out trade. Of course, packages of cones, bottled syrups, nutmeats, etc., are well-displayed and everything is openly price-marked for the consumer.

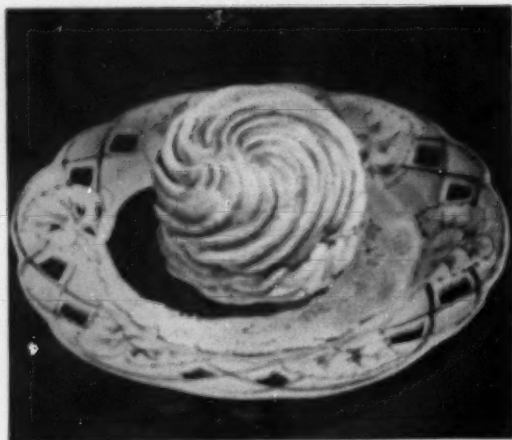
### Chocolates Tie In

An interesting sidelight on the retailing operation was the plan effected during one week in February to introduce a new one-pound box of chocolates (value: \$1.00). The chocolates were given free with a purchase of one gallon of ice cream.

The stores are set up usually in residential sections but on heavy traffic streets. Parking is available in front and at one store located at 2313 Far Hill's Avenue, cars may be parked in the rear as well. This is the newest store and has been done with taste in decoration and care to best display. For example, colorful wallpaper is used, there is fluorescent

BOTH EXTERIOR and interior of the Maharg chain's newest store (top and center photographs) reflect modern layout ideas; seven Frigidaire ice cream cabinets, representative of the latest principles of refrigeration and design, further the impression of neatness and cleanliness inherent in the store's uncluttered atmosphere. The man responsible for the highly successful business enjoyed by the Ohio organization are (left to right, in the bottom photograph): Frank Maharg, Jr., who handles the retailing problems; George Maharg, who devotes himself to production questions; and Frank Maharg, Sr., who oversees the entire operation.





lighting and recessed shelves with indirect lighting over the shelves. Wide deep windows make for excellent street visibility and the overall tone is that inherent in a friendly, clean, and uncluttered atmosphere.

In this newest store the Mahargs have installed seven of the newest style Frigidaire cabinets providing fifty-six holes of easily and quickly accessible packaged ice cream storage. There is also a four-hole display case made by the Grand Rapids Cabinet Company. In the rear is the Frigidaire Air Conditioning Unit which maintains comfortable temperatures summer and winter.

The plant itself is compact and laid out to provide production room for the wide variety of molds and fancy forms. Several specially trained employees long affiliated with the company are constantly making up these fancy items and decorating them for all types of special events

**BAKED, ALASKA.** *Le Maharg* has achieved a citywide reputation for the ice cream firm. Customers appreciate the fact that they can purchase this delicacy in individual portions. The item consists of a rich caramel-flavored ice cream ball with a meringue coating that has been evenly toasted.

and holidays throughout the year. The forms are secured from the American Chocolate Mould Company of New York, and the wide variety of stencils for the sliced bricks come from Hallcraft Products Company of Philadelphia.

There is no delivery service on the fancy forms or packaged ice cream. Purchasers usually order by telephone, then call and pick up the decorated ice cream when ready. To protect the take-home orders, a two-quart insulated bag is provided.

### Famous Baked Alaska

The holiday forms and the stenciled ice cream bricks are the most popular sellers in the line. However, the Mahargs have gained a citywide reputation for their Baked Alaska which is usually a rich caramel-flavored ice cream ball with a meringue coating that has been nicely toasted. Another new seller that has caught on in the community is the Ice Cream Sampler Box which comprises six party cups, each one filled with a different flavor of French ice cream. This package, retailing at sixty cents, has proven to be an excellent seller, probably because of the variety and the ease with which it may be served at home or parties.

The Mahargs, father and sons, personally run the business, with George concentrating on plant production and Frank, Jr., handling the retail stores. General sales and advertising policy are determined by all three, who believe that the American public will gladly pay a little more for an interesting variety of fancy forms and high butterfat packaged ice cream.

**PREPARATION OF** a few of the Maharg molded specialties is systematically achieved in the firm's ice cream plant at 829 S. Main St. in

Dayton, Ohio. The novelties on the table (in the left photograph) are headed for cartons made by the Marathon Corp. Pictured at

the right is the Maharg "Sampler Box." This consists of an assortment of six different flavors of ice cream in cups and retails for 60c.







## YOU WILL SELL MORE ICE CREAM!

By helping your retail outlets sell more bulk ice cream—you will do a bigger volume!

Ice cream manufacturers who merchandise with the Helmco-Lacy Fountinette are proving this by reporting tremendously increased ice cream sales to former "dry stop" accounts.

It stands to reason—a Helmco-Lacy Fountinette will turn any low gallonage stop—candy store, drive-in or refreshment stand—into a fountain of profitable sales. It's been proved a great volume builder by ice cream manufacturer from coast to coast.

At only \$99.50 retail, the H-L Fountinette which turns every standard freezer cabinet into a syrup and flavor dispensing fountain, is your best merchandising aid... and it pays for itself out of increased volume.

Make this coming season the greatest yet for ice cream profit—do what ice cream manufacturers all over the country are doing—merchandise with the H-L Fountinette—write now for details and your cost.

*Now celebrating 25 years of service to the fountain industry.*



DOUBLE WARMERS



HOT CUPS



FUDGE WARMERS



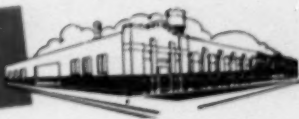
SERVICE STATION

1215 Fullerton Ave., Chicago 14, Ill.

Eastern Sales Office: 122 E. 25th St., New York 10, N. Y.

Western Sales Office: 950 S. Flower St., Los Angeles 15, Cal.

*Helmco-Lacy*





# Shoppers Stop At Born's

BY HOBART McK. BIRMINGHAM

*Born's Dairy Company  
Erie, Pennsylvania*

**J**UST where to begin this story? I could easily start at the wrong end, reach the climax in the first sentence, and then coast into an incoherent and uninteresting ending.

So let's begin at the beginning, possibly omitting many details which have been part and parcel of our history but the reviewing of which is just a word picture common to most dairies . . . in fact, common to most businesses.

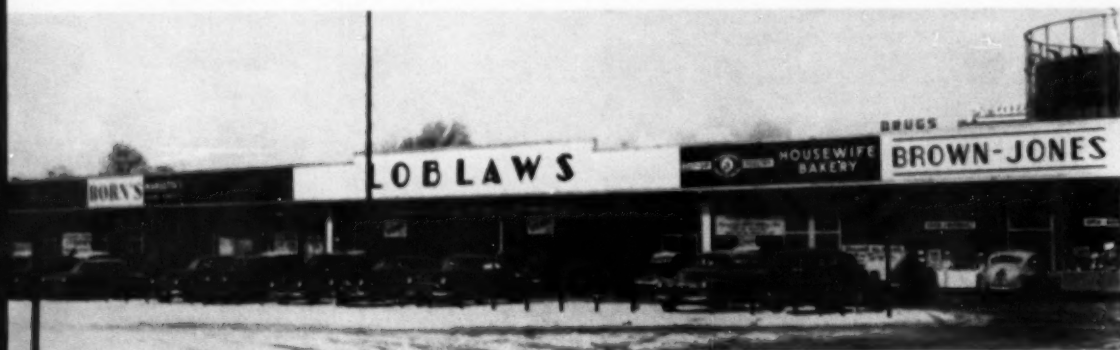
## Not a Large Concern

We are not a large concern as bigness is commonly rated. Ours is a small plant, thoroughly modern in operation and equipment, serving a constantly growing wholesale milk trade and five retail ice cream outlets under our own ownership and supervision. While we are constantly striving to improve our position in the local market for milk, our greatest emphasis is placed upon our manufacture and sale of ice cream. In that we think we do a pretty fair job.

The packaging of our ice creams has always had careful attention, consisting mainly, until lately, in the change of colors and color combination, a re-designing of lettering, and similar alterations. The pint and quart packages have seen little change in the industry, the rectangular shape having proved best suited to the purpose.

Ever since we began business in 1936 we have sold the family half-gallon and gallon units. They were packaged in the cylindrical container—not a very exciting package, to be sure, but one which served the purpose and had general public acceptance. Then, one day, along came the idea of modernizing or stream lining these larger units . . . dressing them up in twentieth century clothes and putting them to work. The square package (really the pint and quart package grown up) resulted. Home refrigeration made the idea practical. Yes, the family container had too long delayed come into manhood, but having accepted its obligations it really went to work for us.

But don't get the impression this change was made too





## A GOOD QUARTET...

In a good quartet, while each man can take solo parts, they also are able to blend their voices in various combinations to make the best harmony.

Here at Vanilla Laboratories our good quartet is made up of Pures, Blends, Concentrates and Powders. Each can be used alone or their various characteristics can be blended into a flavor best suited for the product under study.

Our Specialists believe there is only one right Vanilla for any product. And because they have this quartet, they are able to find it in a surprising majority of cases.

If you have a Vanilla problem, why not see what our quartet can do to make you happy.

**V**anilla Laboratories, Inc.  
Rochester, N.Y.

PURES  
BLENDS  
CONCENTRATES  
POWDERS

## topic of the month

ICE CREAM FIELD'S Topic-of-the-Month in March is the Soda Fountain, with special emphasis on Retailing problems, ideas and developments.

In addition to Installment VI of the exclusive series on Soda Fountain Operation (on page 22), this issue includes an important discussion of the effect of "fair trading" on fountain profits, a presentation of the need for well-planned soda fountains, and numerous photographs showing recent installations by the nation's leading manufacturers of soda fountain units.

The story on Born's Dairy Company on these pages is but one of several articles in this issue dealing with vital phases of Retailing. As with other special monthly features, these "case histories" are published in the hope that they will convey to ICE CREAM FIELD'S ice cream manufacturer readers the benefits to be obtained both from an intimate knowledge of the retailer's problems and from close cooperation with him in building an ever-expanding ice cream business.

hastily. We talked with housewives—dozens of them—to ascertain their opinions. Of course we found that some of our customers who had been in the habit of buying the round package for years were emphatically opposed to the change. One went so far as to say that she would not buy Born's in the square package. She has since changed her mind, however.

So finally we made the change. Packaging, as I have said, has always been important to us. Having decided to go over to squares, we then sought the aid of artists and designers in dressing them up. Unfortunately, the illustration on this page doesn't fully portray the results of our efforts.

On a rich cream background we have employed the use of magenta and a gray shadowing to give us a container of harmonious color contrast and simple dignity. It has been exceedingly well received—most favorably commented upon.

In a word what has this new package given us? The answer is a richer looking, more distinctive exterior, one on which our name can be most readily read and identified and more universal public appeal because of the saving in effects in the home refrigerator. In addition, we have been able to store more units in a given space in our cabinets and hardening rooms.

I feel our story should not be concluded without references to our newest venture in the field of retail selling. Erie, like so many other progressive cities, has turned its attention to shopping centers. The East Erie Plaza is our first.

### Designed by GRC

Located in a purely residential center of the city, and on a national highway, it houses nine allied yet non-competitive retail businesses. Born's is numbered among them, a store with eighteen feet front x ninety-five feet in depth, plus an additional thirty feet for storage and equipment. It is equipped with a low temperature, ten-foot self-service display case, cabinets for dispensing cones, modern fountain, salad unit and grill and seats approximately fifty people. This store was designed by Clyde A. Fowler and the Grand Rapids Cabinet Company (see photographs on page 40).

Provision has been made in the store for car service, with a separate entrance for the car attendants. The parking area in front of the Plaza will accommodate 136 cars. By agreement, we use the entire parking area for car service in the evening after the other shops have closed.

While too early to forecast its success or failure, every indication points to the Plaza as a timely and popular shopping center—and to Born's as a working member of the group.







In New York's famous Times Square,  
with its million visitors a day—from every  
state in the Union—you'll find  
America's leading advertisers. Outdoor  
advertising works for you every minute,  
day and night—there is nothing else like it.

## **Ice Cream 'n Cake Roll** *Thrives on Outdoor Promotion!*

This attractive girl and the tempting dessert have truly caught the public's fancy. Sales have gone far beyond all expectations.

Every retailer and ice cream manufacturer will benefit from this big advertising job being done right now by the Newly Weds Baking Co. to stimulate off-season sales of ice cream.

Outdoor Advertising is perfect for promoting Ice Cream 'n Cake Rolls. Large, attractive illustrations in realistic color, with a quick message and continuous impact, placed near stores handling the product, have been responsible for the sale of millions of gallons of ice cream.



# Everybody in the Industry Likes Ice Cream 'n Cake Rolls



**PRODUCTION MEN** like them because now they are rolled and cut soft, in a new, mechanized one-shot operation—reducing labor costs 50% over old methods.



**SALES DEPARTMENTS** like them because they're easy to sell in the appealing new "Look-In" cartons.



**DRIVERS** like them, because they help keep up their volume in the off-season.



**MANAGEMENT** likes them, because they smooth out the production curve...bring in profits during otherwise dull months.



**RETAILERS** find Ice Cream 'n Cake Rolls have a fast turnover, high mark-up and require minimum handling because the driver stocks the cabinets.



**OVER 1500** ice cream plants make Ice Cream 'n Cake Rolls. Over a half-million retailers are now enjoying extra profits from Ice Cream 'n Cake Rolls.

Ask your present supplier or send us his name, and we will help him get you started.

For further information write

## **NEWLY WEDS BAKING CO.**

2453 Indiana Ave., Chicago 16, Ill.

### **Let Outdoor Advertising help you, too!**

All ages, all types, all income groups are reached by Outdoor. And they're reached at a time and place when it counts most—when they're out going places—right in their own shopping areas—near stores that invite them to trade.

Our organization is well-equipped to handle your outdoor promotion program. Let us show you how inexpensively this tested medium can work for your product—day and night, summer and winter. See for yourself how, dollar for dollar, you can't beat the continuous coverage of Outdoor Advertising.



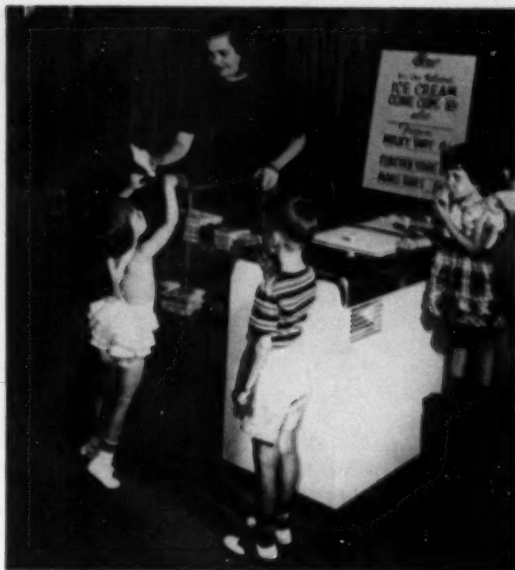
Without any obligation on your part, write for full details to General Outdoor Advertising Company, Incorporated, 515 S. Loomis Street, Chicago 7, Illinois.

**General Outdoor Advertising Co.**

# Get The Most From Your Cabinet

BY P. W. BUDWORTH

*Ice Cream Cabinet Sales Manager  
Frigidaire Division, General Motors Corporation*



THE sleek new ice cream cabinet lines in use today throughout the country are far removed from the old "crushed ice" and "brine-tank" models of yesteryear. The days of "packing and salting" are over for the retailer and fortunately, the complicated maze of tubes, wiring, controls and heavy-duty compressors, which went along with the early mechanically-refrigerated cabinet installations, have long since followed the horse and buggy down the pathway to oblivion.

This march of engineering progress and production know-how on the part of the manufacturers has paved the way for a greater volume of ice cream product sales than ever before in history. As a consequence, the day is at hand when the retail merchandising pattern must be as carefully planned as the equipment itself.

No matter whether your ice cream cabinets are streamlined new models, affording full-length storage space with greatly increased capacity, or the older, conventional type with "shallow sleeves," profits can be increased substantially by a little merchandising ingenuity and forethought. Although it is impossible to cover all "merchandising tips" in an article of this size, here are a few "thought-starters" on the subject.

## Cabinet Location Important

The location of the ice cream cabinet in the retail establishment is one of the most important aspects of increasing the sales volume. Although cabinet placement depends upon the type establishment, generally speaking, the most effective position—one that will go a long way to increase impulse buying—is a cabinet in the line of store traffic. For instance, I know of one retailer who increased his ice

cream sales volume from \$50 to \$350 monthly by simply moving the cabinet from a secluded corner to a spot next to his cash register. Winter or summer, not a customer leaves his place of business, who doesn't hear: "How about some ice cream this evening?"

There are many other strategic locations for the ice cream cabinets. They can be spotted at check-out stands, next to the cigar counter or with component food displays, such as cakes, cookies and bakery goods. A good example of smart merchandising was demonstrated by a retailer who set his cabinet alongside an illuminated nut and syrup display and played up "all the ingredients for a sundae at home."

Ice cream cabinets can also be used as "islands" or as dividing counters. A corner position may prove ideal—so long as it is not hidden from customers and store traffic is routed by the spot. Above all, do not bury your cabinet in a welter of boxes or merchandise. This will hamper "impulse buying." Moreover, if the air is cut off from the refrigerating mechanism, your operating costs will go up.

## Promote to Sell

Advertising and promotion are other important phases of ice cream merchandising. Keep your full line of flavors out in front. (Incidentally, a wide variety of flavors will also prove a business-builder in many instances.) Special window or floor displays are helpful. Take full advantage of promoting calendar holidays and special occasions. In the case of restaurants, ice cream can be promoted effectively by listing the full line of flavors on the menu of the

*(Continued on page 62)*



## "Operations Enthusiasm"

**A**N ice cream manufacturing firm that is constantly sponsoring new promotions and merchandising campaigns to spur increased consumption of its product is particularly reliant on its sales force to serve as the backbone of these drives for greater gallonage. Results of these programs invariably are in direct proportion to the amount of genuine effort contributed by the salesmen. If they believe in what they're selling, and know WHY they're selling it, they'll usually pitch in and provide all-out support of the manufacturer's bid to sell more of a certain flavor, novelty, or package.

The Rochester Dairy Cooperative, Rochester, Minnesota, with one retail outlet and wholesale routes totalling 280,000 gallons of ice cream annually, is one organization that firmly believes in these theories of selling. The firm recognizes the salesman's contribution as the key to a successful

business and extensive pains are taken to cultivate his cooperation and enthusiasm. In fact, "Operations Enthusiasm" represents the firm's policy in its relations with the salesmen.

### A Training Program

Let's hear from H. C. Hoialmen, Sales Promotion Manager of the Cooperative, as to the component parts of this policy:

"'Operations Enthusiasm' is a training program aimed at bolstering the enthusiasm of our sales personnel by making them partners in the team of developing, planning, merchandising, and distributing our products.

"We cannot expect our salesmen to respond with enthusiasm to every merchandising idea we present to them week after week. More often than not we bubble with enthusiasm because the merchandising ideas are our own. We have sold ourselves but cannot completely sell our salesmen. Why not make them a part of our planning? (See photograph at top of this page.) By bringing only the nucleus of an idea to the sales meeting and letting the salesmen develop it we accomplish two very important things. First, we develop the ideas with the customers' views more in mind (thus they are more workable), and second, the enthusiasm from the salesmen is doubled because they are then a part of the planning.

"We have found many examples of the salesmen really knuckling down to prove that their ideas are good. If our salesmen are qualified to meet the customers to which we sell, they are certainly qualified to interpret the ideas, trends, and movements of our customers. The salesman is

**Idea  
of the  
Month**



# Check List

## for CONTAINER BUYERS

Sales growth, brand reputation, plant efficiency — your ice cream container plays a big part in all three. It pays to have a *good* one. Check this list to see how your present — or proposed — container measures up.



PRESENT or PROPOSED PURITANS	
<input checked="" type="checkbox"/>	1. Snug-fitting lids
<input checked="" type="checkbox"/>	2. Sturdy sidewalls
<input checked="" type="checkbox"/>	3. Interlocking bottoms
<input checked="" type="checkbox"/>	4. Smooth packing-line performance
<input checked="" type="checkbox"/>	5. Eye-appealing colors
<input checked="" type="checkbox"/>	6. Distinctive design
<input checked="" type="checkbox"/>	7. Free advisory service
<input checked="" type="checkbox"/>	8. Free design service
<input checked="" type="checkbox"/>	9. Choice of special or stock prints
<input checked="" type="checkbox"/>	10. Deliveries scheduled to eliminate big inventories



From 1 to 10 — you get  
them all when you

## Pack it in Puritans

Write *today* for good-looking samples of Puritans, plus prices and any information you need. Address: Kensington, Conn. or 4711 Foster Avenue, Chicago 30, Ill.

*Puritan — a Long Established Name in Cups*



**THE AMERICAN PAPER GOODS CO.**

KENSINGTON, CONNECTICUT • CHICAGO, ILLINOIS

SINCE 1893



H. C. HOJALMEN, Sales Promotion Manager of the Rochester Dairy Cooperative, reports better sales, service, and employee relations as a result of "Operations Enthusiasm."

our closest contact with our customer; he is the eyes and ears of our business. When we permit the salesman to function on only the exhaust or outgo side of business he is not contributing to the betterment of his job, his company, or the products he sells.

### Good Observers

"As the eyes and ears of our business the salesman can help us develop our business from the outside in, rather than developing our own ideas and then presenting them to the public. The customer buys only what he wants and not what we want to sell him.

"Many sales managers do not believe the salesmen are qualified to be good observers. We must train them to be good observers! It will not be an easy job. We must train our salesmen to have a general knowledge of the processing plant, laboratory, and functions of our credit, sales and advertising departments. By informing the salesmen of the functions of each department, you gain two important phases of operation: the mutual understanding of each other's job for the exchange of ideas and closer working harmony, and the equipping of your men to do a better job selling your products and services.

### Eyes and Ears

"The salesmen hold the torch of our business. It is by them and through them that we fill the needs of our customers. Through extensive training and a sincere effort on the part of management we can raise the standards of selling. We will all admit that for better sales we need a better understanding of the public which we sell. The place to create this understanding is through our sales force—the eyes and ears of our business."

Just how the "partnership" between management and sales force is working out is indicated by Mr. Hojalmen's

disclosure that ice cream sales recorded by the Rochester Dairy Cooperative are "steadily increasing." A gain of five per cent in volume was achieved in the company's last fiscal year, at a time when the industry at large was suffering a loss of three per cent. Even greater increases in future months and years was forecast by Mr. Hojalmen.

### "Fire Fighters"

Perhaps the basis for this prediction is the extensive popularity that the Cooperative enjoys among Rochester youngsters—the kids who'll be tomorrow's majority of ice cream purchasers. Once a month, the company is host to hundreds of youthful members of the local "Fire Fighters" brigade. Movies are shown, songs are sung, and each child is given a free ice cream novelty. Fire Department authorities in Rochester declare that since these meetings have been organized, there has been a noticeable decrease in the number of false alarms.

### Pays Off Again

It was in the area of promotional activities involving the youngsters, incidentally, that the effectiveness of "Operations Enthusiasm" was demonstrated. Some time ago, the salesmen expressed the opinion that the Cooperative ought to transfer its radio advertising from one local station to another to take advantage of what the salesmen referred to as "better type of programs." The management was hesitant but decided to make the switch. As a direct result, average attendance at the monthly meetings dropped from 400 to 200 youngsters. Informed of this, the salesmen went out, devoted their full attention to an attendance drive, and before long, more than 700 kids were showing up at each get-together. Once again, "Operations Enthusiasm" had paid off!



SATISFIED CUSTOMER in the Rochester Dairy Cooperative's single retail outlet smiles as he chooses a package of the firm's twelve per cent butterfat ice cream.

# Better Maneuverability SAVES DELIVERY TIME

WITH ALL THESE **extra**  
COST-SAVING ADVANTAGES

- 1 Greater carrying capacity ... longer body with no increase in overall length.
- 2 Power-lift cab for complete front and accessibility and substantial savings in maintenance costs.
- 3 New safety features.
- 4 Saves driver time and energy.
- 5 Saves time in traffic ... space in the garage.



**MORE** deliveries per day at lower cost per delivery ... new time-saving and cost-saving features! These advantages are being reported by truck operators in the ice cream industry who have the sensational White 3000 in their delivery service.

The new White is a salesman on wheels, operators report ... and crowded city streets and congested traffic only emphasize the advantages of the new 3000 in multiple stop delivery service.

This new kind of truck is miles ahead because it sets a new standard in truck efficiency. Its functional design ... its new weight distribution principle ... its revolutionary approach to reducing truck maintenance costs—these are all exclusive advantages that make the new White 3000 a profitable investment that pays dividends for years.

Your White Representative will be glad to show you how the sensational new White 3000 can be profitably used in your business.



IMPROVED VISIBILITY IN ALL DIRECTIONS ...  
HELPS THE DRIVER BE A BETTER DRIVER



## THE WHITE MOTOR COMPANY

Cleveland 1, Ohio, U. S. A.  
THE WHITE MOTOR COMPANY OF CANADA LIMITED • FACTORY AT MONTREAL

FOR MORE THAN 50 YEARS THE GREATEST NAME IN TRUCKS



Tips its cab to service



In an effort to stimulate interest on the part of retail ice cream dealers in point-of-sale displays, the Illinois Baking Corporation is sponsoring a \$50,000 contest in which each and every entry wins a prize! Read how an effective window display can make a retailer thousands of dollars richer.

## THE WINDOWS GET DRESSED UP

**B**ELIEVING point-of-purchase advertising to be one of the most powerful of all advertising media, the Illinois Baking Company has developed a \$50,000 program designed to stimulate the setting up of 40,000 window displays featuring ice cream throughout the country.

A contest for retailers of ice cream is the key phase of the program. Since October 1, 1949, every case of Safe-T Cones and Cups has contained a registration card; when this card is filled out and returned, the retailer receives an entry blank, complete instructions about the contest, and an electrically-illuminated window display set.

Included in the kit provided by the cone concern is a large clown display card complete with red bulb nose; electric cord and flasher; display cards for cones and cups; a roll of crepe paper; cone and cup pennants; instructions and entry blanks. The retailer then has the materials to which he can apply his ingenuity in order to compete for a share of the generous prize money.

Under the rules of the contest, the retailer builds a window display in one of his best windows using the cone and cup cake products of the Illinois Baking Company, and additional material obtained from his ice cream manufacturer. He then takes a photograph of his window display and sends two copies to the cone company, providing also the name of his ice cream manufacturer and a certifica-

tion that the window in the photograph was on display for at least thirty days.

Each contest entry received by the Illinois Baking Company's Chicago office automatically earns a prize of \$1.00 as well as a chance to win \$10,000 in additional prizes. The awards, 1,353 in all, are divided as follows:

- a) \$1,000 in cash goes to the retailer for the best arranged and best looking window.
- b) \$500 goes to the second best entry.
- c) \$250 goes to the third best entry.
- d) \$25 goes to each of the next 100 entries.
- e) \$5 goes to the 125 best monthly entries, for a total of 1,250 since the contest runs ten months. It ends on July 31, 1950.

It has been estimated by the cone company that 40,000 retailers will enter the nationwide contest. To help these ice cream dealers build displays and sell more ice cream, each retailer's ice cream manufacturer is notified by the Illinois Baking Company when the retailer registers for the contest.

The net result? A record-breaking 40,000 window displays featuring ice cream, the creation of nationwide interest in the ice cream manufacturers' products, and, invariably, increased devotion by the retailer to the task of selling more and more ice cream.



# Known by the *Promise* it keeps\*



*Quality*  
**Sherbets and Ices**  
 are made with

*National*  
**Sure-Bet\***



**For Over 25 Years...The Quality Stabilizer for Quality Sherbet and Ices**

- \* Sherbet and ice made with SURE-BET cut clean when dipped . . . retain their form when served . . . have an excellent "melt-down" and greater eye-appeal.
- \* SURE-BET prevents "bleeding" . . . minimizes surface crustation and the "white spots" that detract from eye-appeal.
- \* SURE-BET produces a firm sherbet and ice that retains free moisture during the freezing process and during storage.

*SURE-BET is economical . . . "goes a long way" . . . produces a product that sells better.*

*National*

2656 W. CULLERTON ST.



*Company.*

CHICAGO 8, ILLINOIS

**NA-PE-CO** The All Purpose Emulsifier for Quality Ice Cream\* **COPENA Special** The Quality Stabilizer-Emulsifier for High Quality Ice Cream\*  
**FRUIT TOPPING POWDER** For Setting-up and Tender-izing Cold Pack or Processed Fruits and Fruits and Juice \*

**You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier**  
 ICE CREAM FIELD, March 1950



## *The Most Profitable Medicine*

**FOR YOUR DRUG STORE ACCOUNTS . . .  
IS A POPULAR, PROFITABLE, WELL-PLANNED  
SODA FOUNTAIN DEPARTMENT!**

The modern Fountain installation, well equipped, well planned and well operated, is a sales and profit booster for every department of the store.

Consequently, by urging your Druggist accounts to modernize their Fountain facilities, you are doing him a real service as well as constructively building increased gallonage for yourself.

To do this effectively requires the best of experienced planning, (the ability to determine the best layout for maximum results at the most economical cost), and that is where GRC can render a tremendously important service. For many years we have planned and equipped Fountain Departments that have proved exceptionally successful. Furthermore, GRC Fountain and Luncheonette Equipment, as so many of you know from experience, has the quality, the customer appeal, and the life-long dependability that makes it the finest investment of this kind that can be made.

There is no better time than RIGHT NOW, to find out what we can do for you. Drop us a line.

**GRAND  
RAPIDS  
CABINET  
COMPANY**

**GRAND RAPIDS, MICHIGAN**

show a number of layouts which portray the bulk of the various types. Many variations are possible and necessary to solve specific problems and we hope to add to these from time to time. The general types follow:

- A. Straight rail—all stools.
1. One food station, one soda station, dishwashing in counter.
2. One food station, two soda stations.
  - a. Dishwashing in counter.
  - b. Dishwashing remote.
3. Soda in counter, food and dishwashing remote.
4. Food behind pass-out window, with dishwashing either in counter, but generally remote.
- B. Straight rail, with booths added.
  - 1 to 4 inclusive. Will apply at times, but in varying degrees.
- C. Bay-type fountain—generally all stools, but at times, booths will be added, and so will complexities of layout.
- D. "L" type—all stools, does not lend itself to booths.
- E. "J" type and other modifications of the "L."

## Typical "L" Fountain

The accompanying chart shows typical "L" fountain (Rexall's new approach) with detail added.

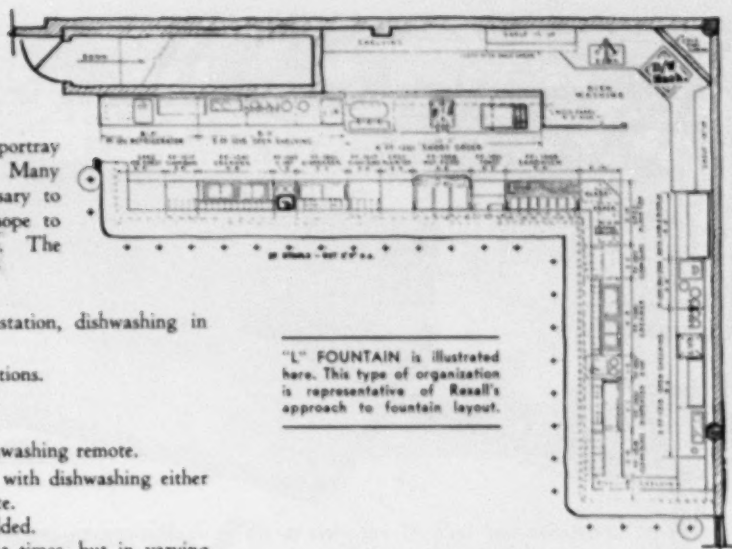
Although only the stationary equipment is labeled, we also label all portable equipment. This system allows field personnel to set up fountain completely as it has been conceived. Incidentally, the thinking of operating personnel—both at headquarters and in the field—is reflected in these layouts, as they have been developed to solve the very problems with which operators are faced.

Cost and operational set-ups have been deleted since they are confidential operating information; however, we are happy to share the basic idea with our friends, the forward-thinking operators throughout the country, who we feel must be faced with the operating enigmas of the present.

## Typical "J" Fountain

This layout has been designed for the higher volumes of \$15 to \$20 per stool. It is a further development of the "L" type fountain and will operate with equal, or better, efficiency at the higher volumes as long as all of the basic functions are kept in proper balance. The upward curve of the "J" allows shortening of this "hot" station to place the stools closer to the food station. This also allows placement in a narrower than normal store. The visual window helps sell the fountain to passersby.

This layout gives the advantages of a bay in condensation, setting in a small area without the service disadvan-



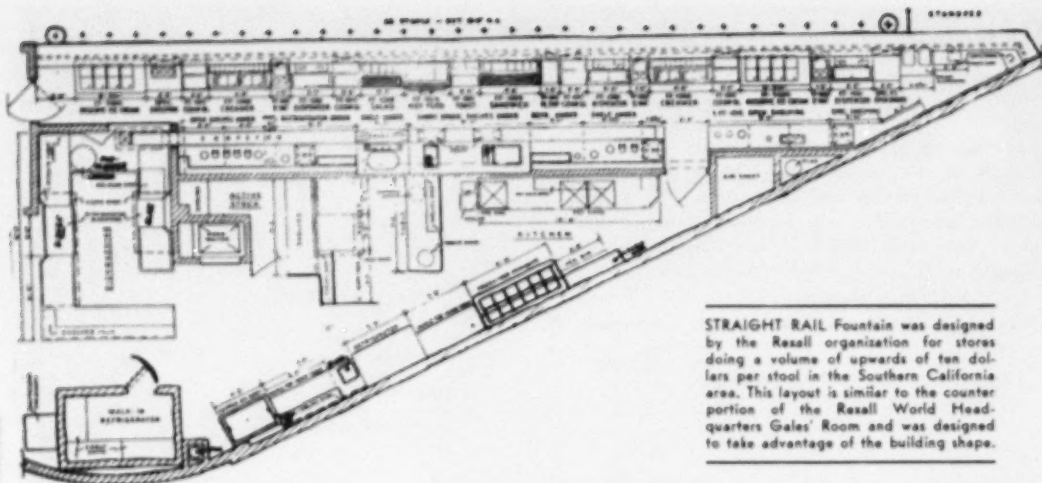
tages of the bay-type fountain. Because of the heavy volume, even though the layout is loaded with facility, we have added the conveyor to further speed up the dishwashing function, and to eliminate to a minimum cross traffic necessary in bussing in a heavy volume fountain. This layout, again, accomplishes our goal of opening up the balance of the store for a powerfully merchandised drug store. The layout has the ability, because of quick turnover on the stools, to out-produce fountains of other types with twice the seating capacity. Therefore, the percentage of depreciation for the equipment is low and the operating cost is again much lower than in conventional type layouts.

This layout is predicated upon the use of specially designed fountain equipment and if other types of equipment are used in it, all of the conditions must be re-studied for proper balance. I am confident that manufacturers of equipment have the know-how to build equipment to meet any condition, if the operator is sure of what he wants. Naturally, if equipment is built to order, to a special design in lots of one or two it is going to cost more than if produced by dies.

## Typical Straight Rail Fountain

This layout is similar to the counter portion of our World Headquarters Gales' Room, designed for volumes of upwards of \$10 per stool in the Southern California area. It was designed as a straight-rail fountain to take advantage of the building shape. Because we felt this was the proper location within the store, we used the fountain back wall to "square off" the store, giving us the triangular-shaped kitchen.

This fountain is producing according to our "proforma" according to the specific conditions prevailing in the location. Also, it is so designed that it will operate efficiently either as a kitchen store, or if commissary-served, with very



little loss in depreciation and little—if any—loss in efficiency.

### The Ideal Layout

This layout, we might say, is mis-named. It is meant to be a thought provoker. Obviously, we could not hope to have a layout of this type in a drug store, since there would be no drug store left. However, if we attempted to place everything in the center, our layout might look like this. This type layout might conceivably work in a restaurant, assuming that the kitchen could be placed within the circle. We know of one such similar layout that exists in San Francisco. It is one of the stores of a large sandwich shop chain. We have been told that it takes a very high volume to support this type layout, since it must depend upon its own traffic-pulling power to survive.

At the bottom of the illustration, we have extracted the elements in the circle and projected them in a straight line, which approaches our principles in laying out fountains to enable us to properly balance the four basic functions. (See Page 36.)

We are including this layout merely to show the variations that are possible in layout, keeping in mind at all times that we must have the four functions balanced properly to the potential volume to enable the fountain to operate profitably at the lowest operating cost.

### XIV. COMPARISON OF "L" WITH STRAIGHT RAIL

I am going to attempt to prove that the "L" fountain, with its variations will not only operate with less payroll, but is actually cheaper to install than the straight rail fountain to do the comparable volume.

By moving our pattern to form an "L," we see that we have the four basic functions properly balanced:

1. Ice Cream in each leg, properly backed up by shelves for all facilities.
2. Food in the center, flowing one station in either direction.

3. Dishwashing in the corner, with short runs in either direction, and dirty drops strategically spaced in each station.
4. Customer service is under the counter on the top shelf of dirty drops and on the backbar.

Please note that the total length of the fountain from the stools at the entrance to the inside wall is only forty-one feet, while it takes up only twenty-seven feet on the inside wall, opening up the store for powerful merchandising. Let's compare the space the "L" fountain takes up in the store with that of a straight rail.

Suppose we straighten out the fountain. By doing so, we have actually gained a stool, making a total of twenty-seven stools. Obviously, a straight-rail fountain of this size needs to be placed against the long side of the store, and in this case, would take up a minimum length of forty-nine feet, and would greatly decrease the merchandising space of the store.

Let's analyze what this does to our service and our potential:

1. We have two ice cream stations.
2. We have food station in the center.
3. We have dirty drops and customer service balanced.
4. But we have no dishwashing.

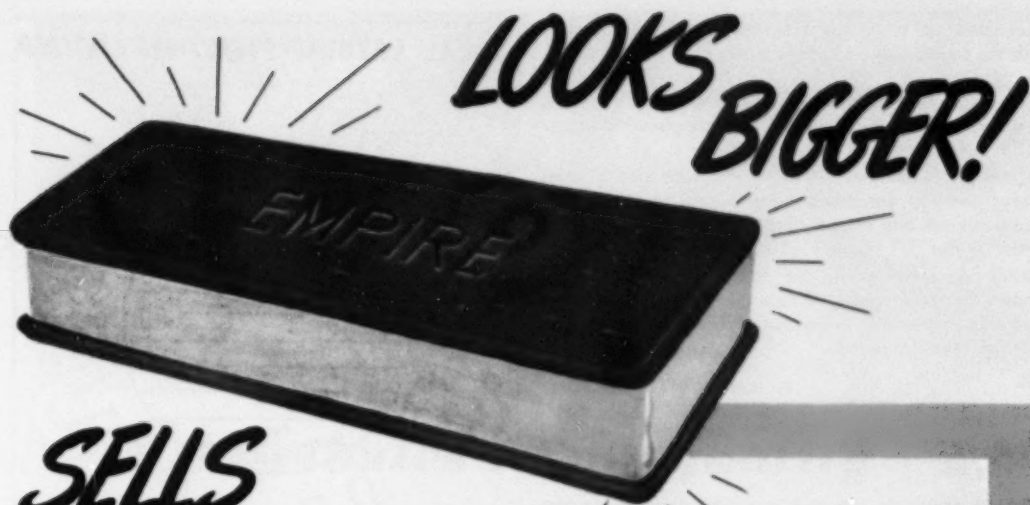
We have two alternatives:

- a. We can eliminate the rear ice cream station, and place our dishwashing in this section. However, if we eliminate the rear ice cream station, our twenty-seven stools no longer have the volume potential, since the service in the rear station will be poor.
- b. We can add the dishwashing section beyond the rear ice cream station. This not only adds seven stools to the counter, but also backbar equipment and superstructure as well, which adds cost to installation.

We now have a standard 31-stool fountain, and if we placed one stool on the rear, it would give us thirty-two stools instead of twenty-seven, set along the inside wall. Fountain now takes up fifty-nine feet.

Had we installed a straight rail at this location, we would





**LOOKS BIGGER!**

**SELLS BETTER!**

**"New Empire Giant Wafer Increases Ice Cream Sandwich Sales Up To 300%!"**

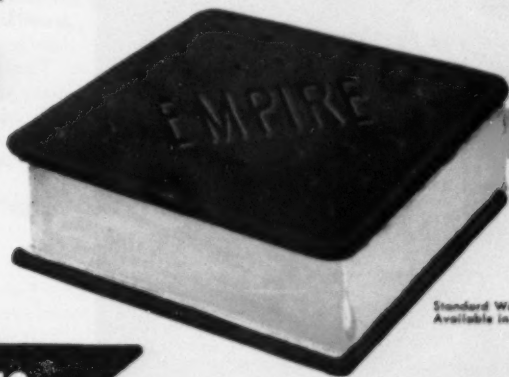
That's the happy report of merchandising-minded ice cream manufacturers everywhere about the new **EMPIRE GIANT WAFER!** The Empire Giant... just as the popular Empire Standard Wafer, stays crisp and fresh in your hardening room and in your dealers' cabinets. And the rich chocolaty flavor has made Empire Wafers flavor-favorite in the ice cream trade for two decades! Why wait? Write for sample today!



**P.S. Check on our new wafer for FIVE CENT SANDWICHES!**



**FREE! Streamers and Point of Sale Decals!**



Standard Wafer Available in Six Sizes

**EMPIRE BISCUITS**

30 Waverly Avenue, Brooklyn 5, N.Y.

Division of Airline Foods

**EMPIRE 50<sup>TH</sup> ANNIVERSARY**

have taken up practically the entire length of the store with the fountain and probably would have ended up with the third wall of 4' 10" wall cases, and would have effectively separated the fountain from the balance of the store, which is one of the evils which dictated planning of the "L" fountain.

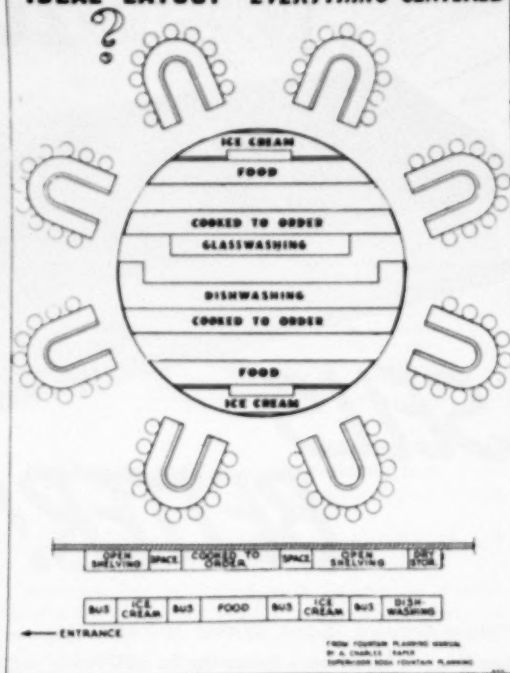
From past experience, we know definitely that a fountain of this type demands a higher payroll to operate and because of the long runs, it cannot possibly give us as fast service as the "L" fountain affords.

Let's take a look at the cost. Since Fountain "A" has a kitchen that commissaries to four other stores, it compares favorably facility-wise to Fountain "B," so we will use the fountain for a comparison:

	Fountain "A"	Fountain "B"
Heavy equipment, including freight		
Installation	\$22,000 (approx.)	\$45,500 (approx.)
Leasehold		
Opening order		

This is double the cost, and even if we deducted the cost of the conveyor (about \$2,065), it would still make Fountain "B," or a straight-rail fountain, cost considerably more than an "L" fountain. Naturally, there are other factors involved, which are not fair for a true comparison, such as heavier leasehold at Fountain "B" because of the type building and the amount of space the fountain occupies. The fact that the kitchen is on the same floor in high rent

## "IDEAL LAYOUT"-EVERYTHING CENTERED



**Shore Craft**  
STAINLESS STEEL I.R.B. Fountain Accessories

**ICE CREAM DISHERS**

Proven made for satisfactory service

18-8 Stainless Steel Construction Throughout Made in eight sizes: 8, 10, 12, 16, 20, 24, 30, 40 With different color Bakelite handles denoting disher sizes

**ICE CREAM BOX HOLDERS**

Constructed of 18-8 stainless steel Bakelite handle Strong Sturdy Sanitary

**ICE CREAM SPADES**

FOR INFORMATION SEE YOUR DEALER OR WRITE  
**SHORE MACHINE CORPORATION**  
455 West 45th Street, New York 19, N. Y.  
Manufacturers of SHORE CRAFT Quality Fountain Accessories

space than Fountain "A," where the kitchen is in the basement might alter these figures somewhat. However, even if the locations were identical, the straight rail would cost more than the "L" fountain.

When we consider that Fountain "B" was set up for \$350 per day for the first three years (It is now doing \$370 per day at \$11.30 per stool), it compares volume-wise with Fountain "A" (\$350 to \$450 per day); however, the cost of installation was considerably more than Fountain "A," not only in dollars but in percentage of depreciation.

From this, we can assume that the "L" fountain has many advantages over the straight-rail.

In addition to all we have presented, there are many other functions and services to consider in planning soda fountains. A partial list follows:

- Kitchens
- Remote Dishwashing
- Stockrooms
- Bakery
- Commissary
- Air Conditioning
- Floors
- Lights
- Etc.

We cannot hope to cover all there is to know in the space allotted. WE HAVE JUST SCRATCHED THE SURFACE. We are happy to pass on to our friends some measure of what we have learned over the years in planning SODA FOUNTAINS.



***Contributes to the quality  
of your products***



**ICE CREAM** manufacturers have found Puritose high conversion Corn Syrup performs better... is of consistently uniform high quality. In the manufacture of ices and sherbets Cerelose has won much favor... producing smoother products with a minimum of ice crystals.

Globe, Cerelose and Puritose are registered trade marks of Corn Products Refining Company, New York, N. Y.

*Full technical service, no obligation*

**CORN PRODUCTS REFINING COMPANY, 17 BATTERY PLACE, NEW YORK 4, N. Y.**

ICE CREAM FIELD, March 1950

**KILLS PLANT MAINTENANCE ENEMIES**

**LIQUID PORCELAIN-LIKE DAMP-TEX**

**DAMP-TEX SYSTEM OF SURFACE PAINTING**

Damp-Tex super-enamel can be applied to surfaces despite moisture, heat, fumes and many other extreme conditions. Its water-proof film retards deterioration, increases efficiency, turns depressing, dingy interiors into gleaming porcelain-smooth beauty. Resistant to fungus, 2% caustic solution, steam and lactic acid. One coat covers. Comes in white and colors. Used in over 8,467 plants. Write for our trial offer "M."



**DAMP-TEX FOR WET OR DRY SURFACES**

**STEELCOTE MFG. CO. • ST. LOUIS, MO.**



**THE CREAMERY PACKAGE MFG. CO.**

National Dist. of Damp-Tex Products to the Dairy Industry

General Office: 1243 W. Washington Blvd., Chicago

ALSO SOLD IN CANADA: CREAMERY PACKAGE MFG. CO. OF CANADA, LTD., 267 King St. W., Toronto 2, Ontario.

## Fair Trade

—from page 28—

coordinated and planned program of telling the "Ice Cream Merchandising Story" to the retail store owner.

Possibly the real weakness lies in our lack of sales promotion ability. We ask the questions: Do we sell or do we merely supply? Do we just replace old broken down fountains or do we attempt to sell new equipment before the old equipment has stamped the stigma of obsolescence and poor merchandising so deeply into the reputation of the store that complete recovery is impossible? Do we merely replace empty ice cream cans or do we sell the idea of multiple flavors? Do we toss a handful of ice cream streamers and placards on the counter slab or do we sell the beauty and eye appeal of our advertising material? The answers are all too obvious. We could actually be dubbed "complacent suppliers" and certainly not aggressive and hard-hitting exponents of "sales promotion."

In this lack of planned effort can be found some of the reasons why ice cream production figures have dropped from approximately 750,000,000 gallons in 1946 to about 530,000,000 gallons in 1949!! The picture is even worse; during that period there had been about 50,000,000 gallons increase in package sales, so the total bulk loss must be in the neighborhood of 270,000,000 gallons.

We believe the initial approach to better ice cream merchandising can be set in two classifications:

1. Elevate the standard of sales technique.
2. Get rid of "order takers" and hire "salesmen."

Is it not a fact that the average salesman in our Industry preaches—"I can get it wholesale for you"? Does he not try to obtain and to hold his account through "doing favors"? Figuratively speaking he will act as "wholesale buyer," "errand boy," "baby sitter" and "professional chiseler" or his retail account but seldom finds the time, effort and ability to help merchandise his own products. These are rugged statements—the kind we are prone to throw off or deny—but they are true to greater or lesser degree throughout our entire industry. We are to blame (the composite of the Ice Cream Industry) and must do something about it if the real potential of the future is to be attained in per capita consumption of ice cream and dairy products over the Soda Fountain.

Perchance the following six "selling psychology characteristics" can be developed as an aid to better merchandising:

1. **THERE IS GOLD IN OUR FEET.** (Lead elsewhere). Let's get out and tell our story to the retailer—expose ourselves to the trade—travel with our sales representatives in order to find out if they do or do not sell.
2. **WE SELL OR WE SINK.** By sales effort and sales effort alone can we tell our story and keep it sold.
3. **WHY DID WE LOSE THAT CUSTOMER?** Study each failure and gain from the knowledge of our mistakes or weaknesses.
4. **LICK THE COMMON ENEMY—FEAR.** Fear usually is based upon ignorance. Lack of full knowledge



# Manufacturers Acclaim ICN's Complete Program

Walt Disney Characters Sell ICN  
Confections—Build Nationwide  
Demand For ICN  
Products

## ICN MASS MERCHANDISING BOOSTS DEALER SALES

Revolutionary  
Promotion Increases  
Effectiveness  
Of Point-Of-Sale  
Material

## ICN LAUNCHES NEW TAKE-HOME PACKAGES FOR ADULT MARKET

Features "Cinderella"  
Dessert Package



*It's Easy  
to Build Profits  
with I.C.N.*

\*T.M. Applied For

## KIDS FLOCK TO DONALD DUCK ICY-FROST® TWINS CLUBS

Prizes, Theatre  
Parties, Club Projects  
and Newspapers Bring  
Enthusiastic Response

## Ducky Dubble\* Dominates Sales Parade

Unique ICN Twin  
Proves Sales  
Leader



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PRODUCTIONS

It's not too late! For the biggest summer  
sales you've ever had, take advantage of  
ICN's complete novelty program—equip-  
ment, products and promotion.

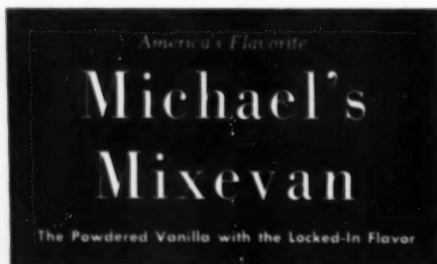
**WRITE! WIRE! PHONE! FOR FULL  
INFORMATION TODAY!**

**Ice Cream Novelties, Inc.**

110 MURRAY STREET, NEW YORK, N.Y.



the orchid  
and the vanilla bean are  
**sisters under the skin**  
and one is as glamorous  
as the other



Just as the orchid's delicate beauty attracts the eye, so does the subtle flavor of vanilla tempt the taste buds. That's why when people ask for ice cream, they say most often—"Make mine vanilla", knowing that this orchid of flavors enhances—but does not overwhelm—the food it touches.

In this respect, Michael's Mixevan reaches perfection among vanilla flavorings. The success of this powdered vanilla, which is made from the vanilla bean and vanillin derived from tropical spices, starts with the bean itself.

In this space from time to time, David Michael & Company will tell the story of this most glamorous bean in the world, which requires careful hand-pollination . . . the growing of support trees . . . many long months for maturity . . . curing under the sun and in the shade . . . and rare father-to-son skills of the vanilla farmer.



The Care and Feeding of the Vanilla Bean is also the story of Michael's own plantation, curing shed and research laboratories in Puerto Rico — where work goes on

so that you may have better flavoring, produced less expensively. No other manufacturer of vanilla flavoring is doing such work . . . which means only Michael customers have assurance of highest quality from the bean to their mixing rooms.

*Other Vanilla Products by Michael for Special Uses*

**TRUE VANILLA SUGAR**  
for custom made ice cream  
**TWIXT** for popular-priced ice cream

**TITAN** for use in novelties

**DAVID MICHAEL & CO., Incorporated**  
*Half a Century in the Flavoring Field*  
**3743-63 D STREET • PHILADELPHIA 24, PA.**

why not have our representative run a test batch for you

of our products, the profit story, and basic merchandising leaves our representatives vulnerable to the "non-interest" of the stubborn or price-minded buyer. To know our business is to dispel fear. We should sell with the Spartan courage of "know how." It breeds confidence and attention in the mind of the prospect or the customer.

5. **UNDERSTAND THE RETAILER'S PROBLEMS.** Know the answers to his particular needs and build his enthusiasm and interest by showing *OUR* interest in his welfare even beyond the point of sale.

6. **PRACTICE THE HUMAN SIDE OF SELLING.** Mental honesty is just as necessary as physical honesty in the handling of our trade. Be not afraid to tell him the *truth* as to our opinion of his store operation. Let's be his trusted counselor, not his weak-kneed supplier. Take an interest in his family, his local social, political and business affairs. Build his interest in him. It's a contagious equation—this art of selling the human side of business understanding and compatibility.

So much for selling psychology; now back to the selling facts about ice cream and the soda fountain. We have a tremendous story to tell! **NO OTHER SUPPLIER TO THE DRUG TRADE CAN COME NEAR IT**, much alone equal it! Can they match the following six facts about ice cream and fountain operation?

1. The fountain is the greatest traffic builder in the store. Over fifty per cent can be traced to food and refreshment sales!

2. The fountain enjoys an inventory turnover of from forty to one hundred times a year!

3. Top bracket profit possibility—from twelve per cent to fifteen per cent (sometimes even higher)!

4. The fountain offers *Universal appeal*. Every man, woman and child that passes the door is a potential customer. Not so with cosmetics, patent medicines, sundry items and tobacco.

5. The fountain leads in sales volume through "multiple sale." Purchases of food and refreshment are the best prey for those hundreds of items on display in the store.

6. The fountain offers the *only answer* to store personality. It's the means by which the druggist can draw traffic into his store and *thereby sell more than his share of those fair trade items!*

We must not let the retailer hibernate in the false impression that FAIR TRADE is his fairy godmother.

May we repeat? Fair trade will protect him against monopoly and unethical competition, but that is the limit of its assistance to him.

If we **SELL** soda fountain and ice cream merchandising instead of merely "supplying" we shall be the security and profit maker for the druggist. Per capita consumption of ice cream will **INCREASE** and the benefits will filter through our entire industry.

Shouldn't we, therefore, combine our best efforts in selling the story:

**"YOU CAN'T FAIR TRADE MERCHANDISING?"**

**PROFIT** on a stick

by **RECO**

Yessir, they'll all scream for frozen goodies this summer... and you can supply it with an amazingly efficient, amazingly economical RECO Self-Contained

**JUNIOR FROZEN STICK CONFECTION PLANT**

There's nothing to it—get your unit, plug it in—and you're in business in the fastest growing industry in the country. Turn out 500 to 2,000 pieces per day... depending on unit employed... with a minimum of manpower and a *complete* cost of from 20c to 38c per dozen (water ice and ice-cream bars).

1H. — SPS 10 CO.  
Cap. 1200 to 1400 bars  
per 8 hrs. Shipped  
complete with self-  
contained refrigeration  
unit, defrost tank,  
chocolate or caramel  
dipping tank and  
storage compartment.

- Especially designed for low cost operation.
- No installation—just plug it in.
- Shipped complete with Self-Contained Refrigeration System. Storage compartment available, if desired.
- Baked White Dulux cabinet with stainless steel top. Easy to clean, an ideal display.



We can still offer deliveries for March and April... write **NOW** for RECO catalog and prices. See the many sizes ranging from 40 to 8,000 dozen per day capacities.

\*Fall, Winter and Spring, too. Frozen Stick Confections are a popular favorite... every season, everywhere.

Refrigeration  
Engineering  
Corporation

**RECO**

PRODUCTS DIVISION  
2020 NAUDAIN STREET, PHILA. 46, PA.

**RECO**

## Get The Most

from page 45

day. Don't forget "specials." Then too, clerks and attendants should "talk" ice cream. Such reminders as "ice cream is exceptionally nutritious, yet non-fattening," "ice cream is satisfying without resulting in that uncomfortable too-full feeling," or "ice cream is a quick dessert" make sense to an otherwise apathetic customer.

If the cabinet is used to sell packaged ice cream and novelty items, merchandise should be kept in neat, orderly arrangement at all times. Flavors should be kept separate. Stop and consider the grocer who allows his shelves of canned beans, corn and other vegetables to become disorganized. His rate of turnover naturally decreases with this hunt-and-pick system in effect. Ice cream is no exception. Moreover, continuous handling of ice cream packages will cause melting and lower the quality of the product. In addition, operating costs increase because the lids of the cabinet will be open for longer periods of time if the packages are not in orderly arrangement. Flavors should be labeled clearly, if not boldly, on each carton so that the clerk or customer can tell at a glance what kind of ice cream is contained inside.

The very nature of a dairy product such as ice cream calls for extreme cleanliness. Ice cream, whether in bulk or package, becomes unappetizing to the customer when it is removed from a dirty, stained cabinet. On the other

hand a clean, attractive cabinet will go a long way in stimulating the buying urge.

### Keep It Clean

In the first place the cabinet should be wiped with a damp cloth, periodically. A surface renewing agent will add to the luster of the cabinet. If the top is stainless steel, any good metal polish will enhance its appearance. Ice cream drippings, water, and other marks should be wiped off as fast as they occur. Lids can be washed with cool water and a mild soap or detergent. Naphtha and other similar solvents should not be used. If the cabinet is equipped with rubber collars, these should be cleansed with luke warm water and mild soap, then be thoroughly rinsed. Naturally, the storage compartment should be washed down from time to time.

"A penny saved is most certainly a penny earned" when applied to the ice cream merchandising activity. High operational and service costs can very well eat the heart out of profits. The wide-awake retailer knows that excessive frost takes up valuable space in the storage compartment, hampers efficient operation of the refrigerating mechanism and causes the operating costs to spiral upward. Frost should be checked closely and removed when it equals the thickness of an ordinary pencil. A wooden paddle is recommended.

The answer to high operating and service costs can be found in most manufacturers' instructions issued with the

## Experience in ACTION at IRA WILSON'S

For best quality, Ira Wilson & Sons Dairy, Detroit, Michigan, wanted to cool mix to 32°-34° F. and hold at that temperature. To do both jobs in the fastest, most economical way, they installed Mojonnier Cold-Wall Tanks. Here is a typical example of Mojonnier experience in action . . . one of thousands of seam-welded, direct-ammonia cooling equipment installations. Cold-Wall Tanks were introduced by Mojonnier 10 years ago, and since that time have been furnishing fast, safe, dependable cooling in plants like Ira Wilson's everywhere. For complete details, write:

MOJONNIER BROS. CO.  
4401 W. OHIO ST., CHICAGO 44, ILL.

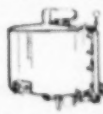
Other widely used Mojonnier engineered equipment for the Ice Cream Industry includes:



Compact Coolers



Tubular Coolers



Zone-Control Vats

Ice Cream Can Conveyors

Milk Testers

Cut-Wrap Machines



**Mojonnier**  
STAINLESS STEEL  
**COLD-WALL TANKS**





Chocolate Products in the Great  
Dutch Tradition

**VAN LEER**  
CHOCOLATE CORP.

Manufacturers of • quality coatings for ice cream bars  
• chocolate liquors • chocolate chips

Importers of • Holland-Dutch Cocos

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JERSEY CITY 2, N. J.  
JO 5-8080



cabinets. Here are a few helpful suggestions to follow in lieu of an instruction sheet: Don't tamper with equipment that you don't understand; don't pile boxes or other articles against the compressor grille or a self-contained model or around a compressor installed remotely; employ scuff plates in the bottom of the storage compartment when metal ice cream containers are in use, and don't use the cabinet lids for "ice crackers." If the cabinet is refrigerated by a sealed rotary compressor, it is oiled for life. However, if the unit is a reciprocating type, follow the manufacturer's instructions for oiling of the motor.

If your compressor fails to function—use common sense before calling the service man. Here is a quick check list: Is the main switch open? Has a fuse blown out? Is the power shut off in the building? Has the extension cord plug been pulled from the socket? Is there sufficient air circulation around the compressor? Has the cold-control been turned to an "off" position? If none of these fill the bill, then it is time to place your call to the service department.



P. W. BUDWORTH, Ice Cream Cabinet Sales Manager of the Frigidaire Division of General Motors Corporation, gives some valuable "tips" in this article as to how the maximum amount of profits can be extracted from the average retailer's ice cream cabinet.

Ordinarily, ice cream cabinets should be inspected by a service man about every three months to forestall breakdowns. Ordinary type condensers should be thoroughly cleaned about four times each year. However, some of the newer models, with the condensing unit mounted underneath the cabinet, do not require this particular service. Also, switches and controls should be checked every ninety days.

A specific example of reducing service costs came to my attention a short time ago. An ice cream manufacturer with about 7,000 cabinets in the field found that his 50-man service department had difficulty keeping abreast of incoming calls. He made an exhaustive study of the situation and found that the majority of calls received were "break-down" notifications. He immediately initiated a policy calling for inspection of each cabinet every three months. Over a period of time, he found that the service calls had decreased by about sixty per cent. As a result, seventeen service men were able to adequately take care of a job that had previously required fifty.

In the final analysis, the answer to more ice cream sales and profits borders on the "elementary." A greater margin of profit from ice cream is possible if the sales volume is increased, while operational and service costs are held at a minimum. Keen merchandising insight, plenty of promotion and hard work will take care of increased ice cream sales. A better understanding of your ice cream cabinet and good old-fashioned common sense will help keep operating and service costs at a lower level.



*FJ*  
**foote & Jenks**  
*Vanilla*



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FOOTE & JENKS • • JACKSON . MICHIGAN

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P  
RODUCTION



# Ice Cream Production

## Is Down 3% From 1948

ICE cream production for the year 1949 has been estimated at 553,705,000 gallons by the Bureau of Agricultural Economics of the United States Department of Agriculture. This was three per cent less than the industry's output for 1948, which came to 573,544,000 gallons.

The State of Washington, one of the few states to achieve higher gallonage in 1949, enjoyed the greatest percentage of increase of any state over its 1948 output. This West Coast state produced 8,475,000 gallons in 1949 as compared to 7,823,000 in 1948, for a gain of eight per cent.

As a group, the states in the South suffered the largest losses, with Tennessee earning the dubious distinction of leading the states in this area with a drop of fourteen per cent from its 1948 production.

The largest single decrease in production was recorded in New Jersey. That state manufactured 8,840,000 gallons in 1949 as compared to 10,590,000 the previous year for a loss of seventeen per cent.

Other states in which particularly severe losses were noted West Virginia (minus eleven per cent), Connecticut (minus ten per cent), Illinois (minus ten per cent), Minnesota (minus eight per cent), Florida (minus eight

per cent), Virginia (minus seven per cent), Louisiana (minus seven per cent), and California (minus seven per cent).

Among the states other than Washington in which production gains were noted were New York (plus three per cent), Oregon (plus three per cent), Indiana (plus one per cent), Pennsylvania (plus a fraction of one per cent), and Massachusetts (plus a fraction of one per cent).

Sherbet production during 1949 was estimated at 14,230,000 gallons, an increase of seventeen per cent over the enumerated total of 12,211,000 in 1948.

### January, 1950 Production Up

An indication that the current production pendulum might be swinging in the right direction was afforded by the Department of Agriculture's announcement that there was eight per cent more ice cream produced in January, 1950 than there was in the same month in 1949. It was estimated that 31,590,000 gallons of ice cream was manufactured in the first month of this year.

Sherbet production in the United States, estimated at 680,000 gallons for January, 1950, was twenty-one per cent larger than the output of January, 1949.

### Ice Cream Production by Months (IN GALLONS)

Month	1948*	1949**	Trend
JANUARY	30,264,000	29,370,000	- 3%
FEBRUARY	30,729,000	31,950,000	+ 4%
MARCH	43,308,000	41,060,000	- 5%
APRIL	50,111,000	44,690,000	-11%
MAY	55,430,000	56,435,000	+ 2%
JUNE	66,420,000	66,700,000	+ 0%
JULY	72,935,000	68,795,000	- 6%
AUGUST	66,369,000	67,315,000	+ 1%
SEPTEMBER	55,607,000	46,420,000	-17%
OCTOBER	36,759,000	38,435,000	+ 5%
NOVEMBER	34,431,000	33,625,000	- 2%
DECEMBER	31,181,000	28,910,000	- 7%
12-MONTH TOTAL	573,544,000	553,705,000	- 3%

\*From Final Enumeration

\*\*Revised Estimates

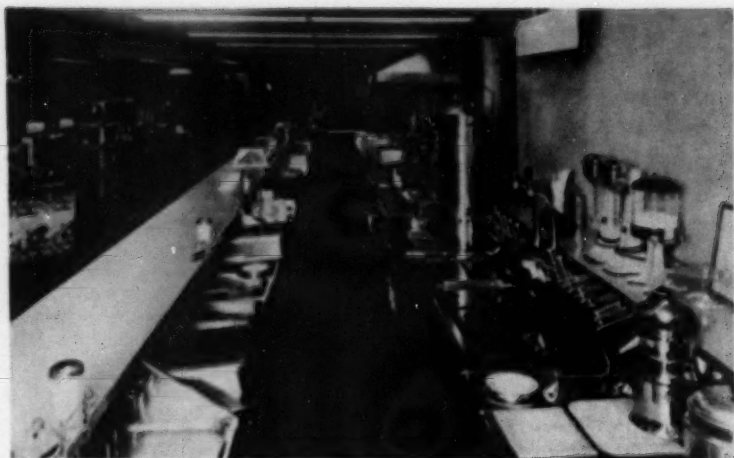


# United States Ice Cream Production Trend

(IN GALLONS)

For the Entire Years 1948 and 1949

Area	1948	1949	Trend
Massachusetts	19,694,000	19,780,000	+ ½ %
Connecticut	7,265,000	6,555,000	-10%
New York	59,758,000	61,435,000	+ 3%
New Jersey	10,590,000	8,840,000	-17%
Pennsylvania	65,329,000	65,340,000	+ 0%
Other N. A. States	10,286,000	9,670,000	- 6%
NO. ATLANTIC STATES	172,922,000	171,620,000	- 1%
Ohio	34,630,000	32,660,000	- 6%
Indiana	18,871,000	18,990,000	+ 1%
Illinois	36,475,000	32,830,000	-10%
Michigan	26,232,000	26,115,000	-½ %
Wisconsin	16,639,000	15,755,000	- 5%
E. N. CENTRAL STATES	132,847,000	126,350,000	- 5%
Minnesota	14,711,000	13,580,000	- 8%
Iowa	12,109,000	11,840,000	- 2%
Missouri	16,368,000	15,730,000	- 4%
N. & S. Dakota	4,971,000	4,955,000	-½ %
Nebraska	6,607,000	6,245,000	- 5%
Kansas	6,746,000	6,535,000	- 3%
WEST NO. CENTRAL STATES	61,512,000	58,885,000	- 4%
District of Columbia	6,531,000	6,455,000	- 1%
Maryland	8,529,000	8,295,000	- 3%
Virginia	10,296,000	9,595,000	- 7%
West Virginia	6,290,000	5,610,000	-11%
North Carolina	14,260,000	13,370,000	- 6%
Georgia	6,545,000	6,360,000	- 3%
Florida	9,080,000	8,360,000	- 8%
Other S. A. States	4,700,000	4,710,000	+ 0%
SO. ATLANTIC STATES	66,231,000	62,755,000	- 6%
Tennessee	13,242,000	11,410,000	-14%
Alabama	6,843,000	6,825,000	- 0%
Louisiana	6,617,000	6,165,000	- 7%
Oklahoma	6,736,000	6,360,000	- 6%
Texas	24,157,000	23,760,000	- 2%
Other S. C. States	11,334,000	10,470,000	- 8%
SO. CENTRAL STATES	68,929,000	64,990,000	- 6%
Colorado	5,272,000	5,220,000	- 1%
Other Mt. States	11,969,000	11,945,000	- 0%
MOUNTAIN STATES	17,241,000	17,165,000	- 1%
Washington	7,823,000	8,475,000	+ 8%
Oregon	6,000,000	6,155,000	+ 3%
California	40,039,000	37,310,000	- 7%
PACIFIC STATES	53,862,000	51,940,000	- 4%
UNITED STATES	573,544,000	553,705,000	- 3%



NOT TO be disregarded by ice cream manufacturers in quest of new outlets for their product is the neighborhood grocery store and/or supermarket. Patrons of the Straub Market in St. Louis, Missouri find it difficult to resist a "breather" from their shopping chores when they catch sight of the fountain unit installed there by the Liquid Carbonic Corporation of Chicago. Ice cream sales are thereby created where none had been possible before.

BY HOWARD B. GRANT  
Publisher, *ICE CREAM FIELD*

# The Three Magic Words

**T**O talk about sales and merchandising to production men isn't always healthy. Surely I'll step on somebody's toes, unintentionally.

But in bringing sales ideas to production executives, I want you to know my intentions are good. I feel a bit like the city fellow on the farm who walked up to a mule from the rear and tapped him on the back. When he came to, the farmer picked him up and dryly remarked "Son, your intentions were good, but your approach was wrong." Well, right or wrong, here goes.

Some of you fellows are wondering, "Where do we go from here?" And perhaps the question, "Are we wise in getting into the ice cream industry?" has perplexed you. Well I can't blame you. If this industry grows—you grow with it. But if it continues to slide off—your own prospects would diminish. Whether you go into production or sales, supplies or equipment, or even edit an ice cream trade paper, your future is bound up with a lot of us who prosper or fall depending on how much ice cream is eaten daily by the public.

So since this problem is of mutual concern, I would like to take a few minutes to talk over with you a few ideas on how we can make and sell more ice cream in the months and years ahead. Let's take it for granted you know how to make ice cream. The problem now is how to build a big business and naturally make some money.

All of us know that we must find ways to stop the down-

ward trend. For three years now we have been standing on the side of the hill, slowly slipping down. To reverse that trend is our job. It isn't easy, but not too difficult when you consider the tools at our command.

## What Does the Public Want?

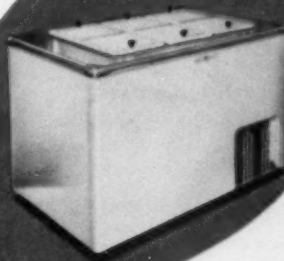
First of all, let's analyze what the public and the industry want from you production men. Number one, we require consistent quality with appeal enough to inspire repeat purchases in all seasons of the year. Some ice cream men make a good fresh product in spring and summer, then drop their standards in the winter months on a theory that the only people who eat ice cream in cold weather will eat it regardless of its quality. Let's take a lesson from the soft drink manufacturer who advertises, "Thirst Knows No Season." Apply that same reasoning to ice cream and we



**HOW'S THIS** for aggressive merchandising? Owner of a retail store (pictured here) in Golden, Colorado, installed an open-type Frigidaire self-service ice cream cabinet on the sidewalk of a busy thoroughfare. The 8.2 cubic-foot-capacity cabinet means added business for the Carlson-Frink Company, whose ice cream is dispensed from the cabinet.



Anheuser-Busch gives you **MORE USEABLE SPACE** for *lower initial cost*. The 6-hole double row model shown has a package capacity of 11.0 cu. ft. and a bulk capacity of 37½ gal. Length: 51⅞", width: 21-9/16", height: 33". Check these specifications carefully and then write us for the cost. You'll agree that dollar for dollar and cabinet by cabinet Anheuser-Busch will save you money.



**ANHEUSER-BUSCH, INC.**

**Refrigerated Cabinet Division . . . St. Louis, Mo.**



**"HEAVIEST LINEUP OF NAME TALENT  
YET TO APPEAR ON TELEVISION"...VARIETY**

**TOP TALENT HAILED  
BY NATION'S PRESS  
for  
"PARADE OF STARS"**

AMERICA'S GREATEST SUMMERTIME  
TELEVISION SHOW  
SEEN WHEREVER TELEVISION IS RECEIVED  
COMING SOON TO  
**SELL FOR YOU!**  
OVER ENTIRE **CBS-TV NETWORK**  
**COAST-TO-COAST**  
FEATURING BIG STARS  
OF STAGE, SCREEN AND RADIO

**A POWERHOUSE  
DRIVE FOR SALES!**

- PLUS**
- Biggest Drive on Bag Saving
  - Giant Gift Lists
  - Premiums for Kiddies
  - Local and National "POPSICLE" Youth Awards
  - New Colorful Displays
  - 40 Million Comic Books
  - Newspaper Advertising

**Twin Popsicle • Fudgsicle • Creamsicle • Ice Cream**

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TORONTO, ONTARIO, CANADA



SELF-SERVICE is not a recent innovation, says Mr. Grant. To prove it, he cites an infrequently-heard story about Adam and Eve, and relates it to the advantages of a self-service ice cream cabinet in many types of retail stores. The installation pictured at the right, (in the Tanner Grocery Store, Coral Gables, Florida) together with several merchandising aids such as the point-of-sale attachments and the distribution of free insulated bags, were responsible for record gains in ice cream sales.

will have gallonage far surpassing anything recorded in our history.

Secondly, both industry and the consumer must have quality at the lowest possible retail price. Ask any woman, food shopping in your community, and you will quickly learn how price-conscious the buyer is today. The days of a short season with a high profit are over. Now we must face low mark-up sales being compensated by greater turnover and volume.

But quality and price in themselves are not sufficient. For example, in the automobile field we have Chevrolet, Ford and Plymouth cars all of comparable quality and price. Yet two Chevrolets are bought for every Ford or Plymouth purchased. So it appears that another factor enters, that of merchandising and sales organization.

Of course, we need new techniques in production and distribution methods to cut cost. Now is the time to eliminate waste, inefficiencies and streamline plants to cut labor operations. Moreover, we need new ideas in novelties and specialties to intrigue and whet the consumer's appetite for ice cream twelve months a year.

### Forget Tradition!

Well, here's where I stick my chin out. *Don't be hamstrung by tradition!* Because your firm has manufactured and sold ice cream a certain way for thirty years doesn't necessarily mean you're right today or will be tomorrow. We need new ideas and especially new selling methods.

These times offer a challenge and an opportunity to production men and to salesmen who will take the offensive. For example, there are only 40,000 drugstores with soda fountains today. But there are 400,000 food stores waiting for us. Not only are they markets for packaged ice cream sales but a goodly percentage may be logical locations for small soda fountains or refreshment centers appealing to women and children who spend so many hours daily buying food staples. We know that a good offensive wins football games—why not more ice cream sales?

The story of the Notre Dame football team's great success over the past years is well known. Here is the epitome of football perfection. So intense is their drive that Coach Frank Leahy uses the two platoon system of one offensive and one defensive team. As one story goes, the Notre Dame offensive team was in action in a North Carolina game last Fall when one of its star backs sliced through the Carolina line and was off at top speed, heading for a touchdown. Suddenly two North Carolina boys hit him with tremendous impact, laying the lad out cold on the ten-yard line.

*This article is based on a talk given by Mr. Grant on February 3 during the Annual Ice Cream Conference at Pennsylvania State College, State College, Pennsylvania.*



Coach Leahy ran on the field, looked over the inert form of his star halfback and signaled to his bench. A priest came onto the field, but Leahy looked up, saw who it was and waved him away, saying, "No, no, Father; I want an offensive priest!"

Yes, gentlemen, taking the offensive in 1950 in both production and sales is the job ahead of us. And frankly, the best place to start is in the American home. There should be our number one outlet for gallonage increase in 1950. By all means sell ice cream to women while they are doing their daily shopping for meats, vegetables and desserts. Make it available in every type of food store, bakery or delicatessen.

However, I don't think we are making sufficient effort to sell husbands and fathers. When there's to be an extra treat for dinner or during the evening it's usually up to Dad to come up with the extra coins for the ice cream or box of candy. Why not, therefore, concentrate our sales on this well-known softie? Between the hours of 4 and 6 P.M. when he stops at his favorite store for a pack of cigarettes or a newspaper let's place a small sign on the counter, suggesting, "Be a hero to your kids; take home some ice cream." You can accomplish even more by spotting a self-service cabinet alongside of the cigar counter or newspaper stand.

### New Type of Gin "Fizz"

And why not sell ice cream to Dad in his favorite liquor store or tavern? A good spot for an ice cream cabinet would be in the neighborhood package store where Pop is likely to drop in on occasion to pick up some refreshments plus bottles of club soda or ginger ale for the folks at home. Someone in the party will invariably want ice cream and it is surprising how much of our frozen delicacies can be sold in this type of outlet.

Placing a cabinet in a bar or tavern near the front door sometimes works with excellent results. Let's say that Pop



VENDING MACHINES have opened up many new areas for ice cream selling, not the least of which is the industrial plant. Mr. Grant points out. The unit pictured at the left is located in the Bodine Pattern and Foundry Company of St. Louis, and accounts for an average daily sale of eighty-two dollars.

drops in for a "lift" after work and on his way out passes an ice cream cabinet with a sign reading, "You've had your fun—Now take some home." Granted it appeals to the guilt complex, but it does sell ice cream.

Can you get more business? Most emphatically, yes! I have heard of a small retail manufacturer in the Midwest who has achieved over 20,000 gallons of ice cream out of one tiny store. The community is so small that sales over the counter are negligible. But this fellow loads a truck three times a week and drives out to the farms in the area, selling everything from pints to gallons and even five-gallon cans to the farmers with home freezer cabinets. It is amazing how much ice cream farm families will consume if the ice cream is delivered to them regularly summer and winter. Here's a profitable idea for any ice cream man who covers rural areas.

And how about home deliveries on bakery trucks? The Bon Ton Bakery in Fort Wayne, Indiana, has installed refrigerated boxes on their home delivery trucks which hold twelve gallons of ice cream. Every day these drivers sell

ice cream along with bakery products, thereby building up sizable gallonage for the ice cream manufacturer who serves this bakery. This is only a further development on the suggestion previously outlined by me to put ice cream on milk delivery routes. This procedure has proven successful in many parts of the country.

When ice cream is in the home it will be eaten for breakfast or lunch and other hours of the day and night when normally the consumer would not go to a retail outlet for the product. Close checkups indicate that this is extra gallonage and does not hurt the business of the regular dealers in the same area. On the contrary, more people get in the habit of eating ice cream, several times daily, resulting in more frequent calls for ice cream at established retail outlets.

### Vending

Some one of these days the ice cream industry will recognize the tremendous potential inherent in the installation and operation of vending machines. Some firms have dabbled and here and there private operators are doing a good job in locating vending machines in industrial plants, bowling alleys, theatres, hospitals and other places where new ice cream business is likely to be created. Overall the industry has been slow in considering the vending machine. But when you consider that about fifteen percent of all nickel candy bars, seventeen percent of bottled soft drinks and twenty percent of cigarettes are sold through the vending machine, you can better appreciate the potential for ice cream vending. There are good companies now placing such equipment on the market and others are experimenting with advanced ideas. Frankly, we look to vending machines in 1950 and '51 to provide new outlets and gallonage for ice cream.

### Movie Theatres

There has been so much said in previous issues of ICE CREAM FIELD about taking the offensive by selling ice cream in movies and theatres that I will not take your time

### AFTER-DINNER SPEAKER

Howard B. Grant was the guest speaker at the March 3 banquet which marked the conclusion of the annual ice cream short course at the University of North Carolina, Raleigh, North Carolina.

The Publisher of ICE CREAM FIELD spoke on "Merchandising in the Modern Manner." He stressed the need for more aggressive and inspired selling methods, and urged the industry representatives to take advantage of every potential ice cream outlet.

This was the tenth address to ice cream conventions, meetings, conferences, and short courses that Mr. Grant has delivered during the last five months.

going into the details here. Just to give you an idea, however, may I point out that one big Fox Theatre in a mid-western city sells between 200 and 300 units of ice cream daily at ten cents each. This theatre figures that their concession department takes in an average of thirteen cents per admission. Roughly this added revenue breaks down to show  $5\frac{1}{2}$  cents for popcorn,  $3\frac{1}{2}$ c for soft drinks, over 2c for ice cream and  $1\frac{1}{2}$  cents for candy with the balance for miscellaneous items. Can anyone dispute the advantages of making ice cream available to a "captive audience" spending three to four hours in a movie house? It is well known that the regular retail outlets are closed in the late evening hours and that the movie house is in an ideal position to sell packaged ice cream and novelties to patrons leaving the theatre. Not only are cabinets strategic in the lobbies but even small soda fountains are possible in the larger size cinema. Just be sure to have these houses put up signs and display material promoting the "take-home" idea after the show.

### Self-Service Cabinets

Isn't it curious how many people think of self-service as a modern innovation. Actually the idea is as old as time itself. I am indebted to a west coast cabinet salesman for this analogy. He points out that Eve didn't hand Adam that apple. She had it very attractively displayed in that apple tree at just the right reach and eye height. Adam didn't have to reach down under a tree or climb up to the top to get it. That apple was in just the right place for Adam to take it with the least effort. Also it was a nice rosy, red apple, in all probability. Nowadays we would say it was smartly packaged and displayed against an effective green background of leaves. To sum up, Eve gave Adam the impulse to take that apple in his hand. And so he bought it. This made Adam the first self-service impulse buyer of fruit known to mankind.

### Tie-In Sales Important

It has taken a long time for self-service to reach the ice cream industry. But now that it is here in the form of prominently located, well-displayed merchandising cabinets, we are beginning to see what self-service can do for our business. That extra ice cream cabinet has paid off even

where there are regular soda fountains. Every good businessman knows the importance of impulse purchases and the extra business has justified the placing of these attractive new cabinets in many types of retail outlets ranging from the drugstore to the supermarket. When the cabinet is so placed to create tie-in sales of toppings, cones, cookies, etc., there is extra volume and profits for the dealer as well. The free insulated bag provided cheerfully to protect the product on the way home adds to the attractiveness of the self-service idea and has resulted in increased gallonage for leading chain stores.

### Cold Weather Blues

Just opening new outlets is not sufficient in our offensive campaign this year. Right now our goal is to sell ice cream in cold weather too. Nothing irritates me more than to see a druggist pull down his ice cream display signs, replacing them with suggestions to buy hot soup, hot chocolate and perhaps a sandwich with a soft drink. Here is an admission that we cannot sell ice cream in cold weather. Nothing is farther from the truth. The retailer cannot be blamed, the fault lies with the ice cream manufacturer or his salesmen who are so pessimistic or indifferent that they will permit this relaxing of promotional activities in wintertime. It is our job to teach our salesmen and truck drivers and through them prove to the retailer how new merchandising tools and promotional material will sell ice cream profitably twelve months a year. It can—it must be done.

### Research

To you production and sales executives, just a few words on research. Never stop improving your manufacturing and sales techniques. Never stop searching for and inventing reasons why people should eat more ice cream. Don't accept everything done before as the best. There's room aplenty for improvement. Figure out how and you will make a fortune for yourself.

Seriously you fellows can do this infant industry a real service and make a place for yourselves as the leaders of not a half-billion gallon business or even a billion gallon business but of the two and even three billion gallons annually which is not too difficult to achieve under an aggressive program. It simmers down to just three words: QUALITY—PRICE—and MERCHANDISING.

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PITTSBURGH 8, PA.



# Soft Ice Cream and Your Business

BY WARREN A. JOSEPHSON

*Southern Dairies, Inc.  
Birmingham, Alabama*

**A** FEW years back the ice cream industry witnessed the meteoric rise and fall of what we chose to call a "custard craze." In review, we find that there were two primary reasons consumers stopped eating this custard product. First, the product was too "rich" and "eggy" in flavor. Consumers tended to "get sick of it" if they ate it consistently. Further, and of probably greater importance, the sanitation observed by many of these places was not adequate through lack of facilities or knowledge of personnel. This sometimes had its effect on the product itself and in the general attractiveness of the premises to the patrons. This combination of product character and inadequate sanitation tended to discourage consistent return trade and sales dropped off rapidly.

More recently, we have seen the rise of a new soft ice cream industry which resembles the old custard industry in many ways. At first, it was laughed off as another flash in the pan, but strangely enough, it hasn't folded up as expected.

Historically, this soft ice cream industry is generally credited with starting in Southern Illinois and Northern Missouri. It then hopped to the West Coast, where it made very rapid gains and since has gradually spread into practically every state in the Union. There are several so-called "soft ice cream machines," all based on the same principle of extruding intermittently or continuously soft frozen ice cream at a temperature of 16° F. to 19° F. These soft ice cream stores usually have from one to three

of these freezers and sell usually only vanilla but sometimes a second flavor and perhaps a sundae of soft ice cream in a cup with added fruit or perhaps a chocolate coated cone on the "Brown Derby" principle. Generally, very little of the product is hardened for carry-out trade.

Now, how successful are these soft ice cream stands? By the standards of the usual ice cream outlet, their success has been phenomenal. For instance, a recent survey in Los Angeles County, California, showed that between thirty-six percent and forty percent of the ice cream is sold soft and that the soft ice cream outlets in the county sold, on the average, five times as much gallonage per store than the conventional ice cream outlets with which they are competing. Another instance is an ice cream manufacturer in the Middle West who owns a small business serving forty average dealers and has a nice retail store in connection with his plant. They are open the year around. Recently he became interested in a string of six soft ice cream stands. The first season, open from April until early October, these six stands sold more ice cream than the forty dealers and plant store sold during the full year. These success stories can be cited over and over. Gallonage of 10,000 and 15,000 gallons per year are not uncommon and net profits for the operator are high.

What kind of people operate these stores? Are they trained merchandising men or just who are they? Visit them and you will find people from every walk of life. Old carnival men who held over from the "custard" era, retired



again in '50  
the SWING is to **SAVAGE**  
ICE CREAM  
CABINETS

To see  
why,  
turn to  
**PAGE 3**



*This article is based on a talk given January 26 during the convention of the Georgia Dairy Association, held at the Hotel General Oglethorpe in Savannah, Georgia.*

individuals trying to "stay busy," a former janitor, grocery store and restaurant people, a former product director for a large food distributing company, and even housewives who got into the business as a course of "pin money." Usually, you will find they are making more money than they ever made in their lives.

Who patronizes a soft ice cream stand? Spend an hour observing one of these stands on the edge of town some afternoon and you will see small neighborhood children walk up, a car-load of teen-age boys and girls drive in, a family, a farmer and his family in the farm truck on their way home, truckers stopping as they pass, salesmen in company cars, even a couple of dowagers in a Cadillac. The appeal seems to be practically universal and the draw is from an extremely wide range of consumer groups.

Now, we all recognize that rabbits don't grow in hats, and success just doesn't happen. Why, then, are these people, obviously untrained by background, so successful? First, they get guidance from franchise and equipment people in getting started. There are several franchise deals available in the industry and a number of different freezers. These people get the operator started and beyond that they are dependent on a few simple basic principles which must be strictly observed if success is to be obtained. First of all, soft ice cream is good. How many of us in our own plants don't usually catch a cup of ice cream directly from the freezers rather than from the hardening room? Next, soft ice cream is usually sold on a low-fat, high solids basis so the consumer can eat a large portion and come away with the satisfied feeling of a big bellyful without being cloyed by too much butterfat. The value of low overrun is recognized then and they usually take only about 50% to 55%.

These stores are generally masterpieces of sanitation. We have all seen hard ice cream being dispensed from a dipper which is kept in a dipper well at a fountain smelling of last week's defunct spillage. Compare that with the picture of soft ice cream being dispensed directly into a cup cone from a sparkling stainless steel freezer in premises smelling of vanilla, if anything, and the attraction cannot be denied.

Next, these stores almost always employ the drive-in principle so it is easy for the customers to park and step up to the window for a cone. Finally, the operation is kept simple and consequently profitable. Investment in inventory is practically nothing. Only one or two flavors are sold. Strange how the old idea that twenty-six or twenty-eight flavors are necessary to success doesn't seem to fit here.

What effect has this new industry had on the hard ice cream business? Reports are varied in different locations. In some places, particularly California, it is felt that soft ice cream is sold much at the expense of hard ice cream. Out there, of course, the soft ice cream people have made the greatest gains. Other markets, however, have witnessed the rise of soft ice cream without feeling it in reduction of hard ice cream gallonage. In one small town where there

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are four drug stores, a soft ice cream stand went into business on the edge of town. These drug stores have been well merchandised and sell a quality product. The first month, about 1,400 gallons were sold at this ice cream stand and the second month about 1,700 gallons, but during this same period the drug stores sold as much ice cream as they ever did. Probably a lot fewer barbecues were eaten and fewer soft drinks consumed at some roadside stand, instead. Another man who has operated a top-flight drive-in "Dairy Bar" for several years and averages about 35,000 gallons of hard ice cream through the one outlet decided to get in on the soft ice cream bonanza. He set up a conventional soft ice cream stand in a good location and sold the usual cones and sundaes as well as take-home packages. His gallonage the first season of about six months was under 5,000. Note how hard ice cream properly merchandised did the better job.

What does all this prove and what does it mean to us in the hard ice cream business? First, haven't these soft ice cream people taken advantage of what we have known all the while? Let's look at why they are successful and see what we can do about it. We always knew soft ice cream was better. Now that we are faced with this threat, we finally are getting to work on ways to get soft ice cream to our customers. Several converters are already on the market which convert small portions of hard ice cream to soft ice cream if desired. Another unit which bears much promise is being perfected which will convert and extrude

soft ice cream directly from a can of hard ice cream in a cabinet. Next comes lower overrun. In spite of continuous consumer criticism of "light weight" and ice cream "full of air," many manufacturers have merrily continued on pumping it in up to 110% and 120% overrun and now they wonder why their customers seem to prefer this new product. Then comes fountain sanitation. In spite of listening to exhortations by convention speakers for fountain sanitation over the past fifteen years, most operators still keep their fountains smelling about the same. In other words, we haven't done anything about it. Mechanical dishwashing and adequate routine sanitation are "musts." Finally comes merchandising. This means well-designed, inviting-looking drive-in "Dairy Bars" with plenty of parking space, self-service for take-home packages, air-conditioned and with good lighting.

If in the industry take the position that we have reached the maximum in per capita consumption and that our product and merchandising methods employed to date cannot be changed, we had better get ready for trouble if the signs are right. But, if we will recognize that we have only scratched the surface of the per capita consumption and if we will do what the soft ice cream people have been smart enough to do, i.e., take advantage of what we already know, we will go forward.

The soft ice cream people started from scratch and built an industry. By comparison, our job is easy. We already have the coverage and the outlets. Ours is just a job of intensifying our efforts.

# TASTE TELLS

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Van-Sal pleases MORE people. You can prove it easily, surely, economically. Make a Taste Test among three or four different-level groups. Distribute samples of Van-Sal Vanilla Ice Cream and your present vanilla.

The winner will be Van-Sal . . . with answers like these: "Tastes richer" . . . "More delicious" . . . "Smoother flavor"

Take advantage of EVERY POSSIBLE sales tool for 1950. Van-Sal can help you . . . to more customers . . . more business . . . lower costs. Write us about the fact-revealing Van-Sal Taste Test.



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The popular "770" is another of those ruggedly built Keystone Bodies, for the operator who seeks convenience, maximum pay-load and long life from his body-dollar investment. Note the beautiful streamlined design, with drop compartments in front and rear for accessibility. Self-contained refrigeration system, adds to efficient, economical operation. It's just one of many Keystone models available to you. Write today!

## **Sales Per Stop**

BY G. P. GUNDLACH AND C. W. ESMOND  
G. P. Gundlach & Company  
Cincinnati, Ohio

**T**HERE are several different angles to the important question of cutting per-gallon delivery costs. Suppose we simply address ourselves at this time to the single, but tremendously important, one of "sales volume per stop."

A certain ice cream manufacturer has a merchandising program by which he sells an average of 9,000 gallons per year through each of thirty drug store accounts. These dealers have cabinet capacity for a lot of ice cream and deliveries are made to them on an average of twice a week. It is hard to think of a more (nearly) ideal set-up.

It is, however, well within the bounds of possibility that other ice cream manufacturers may approach, or equal, or even surpass this quite desirable condition. The way, of course, is through building up the volume of the individual dealer by educational effort and merchandising leadership. Buying dealer accounts, or bribing present dealers to stay put most assuredly does not increase sales volume.

But this objective of lower per-gallon delivery costs and increased net profit per gallon produced is secured in a certain well-known concern by month-in and month-out

and year-in and year-out merchandising of the following nature:

The imperative first-of-the-month job is to launch the feature flavor campaign-of-the-month. Nothing else is allowed to interfere with this. Each and every dealer is put into high gear by the company's nine salesmen.

There is a snappy ice cream feast at each call, in which the dealer and clerks, and sometimes some shoppers, participate, as the salesman passes out samples of the new feature flavor. Thus, the campaign-of-the-month is launched with fun and fervor and enthusiasm.

Then, throughout the month, the truck delivery salesmen follow through. They put up posters and pictorials featuring miscellaneous items. These may include ice cream pies, tarts and rolls—just to mention some typical items. This sales effort, on the part of the truck men, is stimulated by an ingenious bonus or prize plan that makes each truck man eager to put up all the pictorial suggestions possible in his dealers' stores. Added to this is the incentive of increased commission earnings through increasing ice cream sales.

All this spells W-O-R-K to all the sales employees. But it is the price that they are glad and eager to pay for an exceptionally large average gallonage per dealer, which in turn means a lower average per-gallon delivery costs and a higher per-gallon net profit for the total volume of ice cream produced.

## **The DRY STOP MERCHANDISER**

**The SEVEN "A"  
WILL "PAY"**

WRITE FOR DETAILS AND PRICES

Also for our CLAMP-ON PIPE UNIT  
for OVER-WIRE MATERIAL

### **THE SEVEN "A" STRUCTURE**

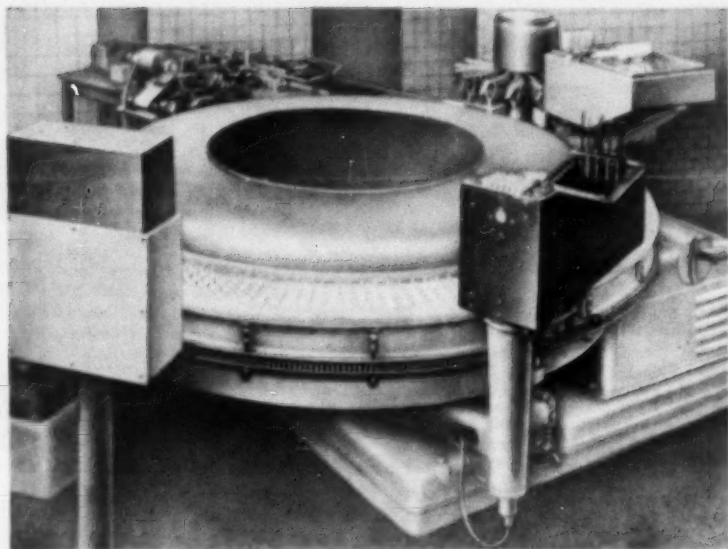
- First—A BRIGHT SPOT AT THE RIGHT SPOT (over the cabinet)
- Second—A IDENTIFICATION SIGN
- Third—A MERCHANDISING SIGN
- Fourth—A FLAVOR BOARD
- Fifth—A FLASHING LIGHT (attracts attention)
- Sixth—A TWO-IN-ONE (exactly the same on both sides)
- Seventh—A \*PATENTED METHOD OF ATTACHING (to any cabinet)

\*Patent Pending

**J. E. CULVER CO.**

4302 Chicago Avenue

Minneapolis 7 Minn.



EUROPEAN INGENUITY is responsible for a new fully-automatic system for the continuous production of ice cream bars, embodying a new concept of equipment design and method. The basic machine in this system is the RIA (illustrated at the left), which is a continuously-rotating device capable of performing all of the production function inherent in the manufacture of these novelties. Dairy experts in Denmark and Switzerland worked many years to turn out this modern twist to the art of novelty-making.

BY A. K. VELAN

*Velan Engineering Company  
Montreal, Canada*

## Ice Cream Bars Go 'Round

**A**MERICAN ice cream supply firms and manufacturers would be surprised indeed if they knew the great strides that have been made by their European counterparts. Development of modern machinery and equipment has enabled ice cream manufacturers on the Continent to attain new heights—and the future seems limitless.

Especially in Switzerland and Denmark has this trend been noticeable. These countries in North Europe have devoted much effort to improving the lot of their various dairy industries with important results. One of their most interesting achievements is a new, fully-automatic system for continuous production of ice cream bars, embodying an entirely original approach in equipment design and method. The Velan Engineering Company is proud to introduce this machinery to ice cream manufacturers in the United States of America and in Canada.

The basic machine in this system known as the RIA is a continuously-rotating device which performs all the production functions including filling, stick inserting, freezing, thawing, removal from the mold, and coating. An automatic wrapping machine completes the operation without hands having touched the finished product.

The RIA system will produce 4,000 wrapped chocolate-coated bars in one hour and requires but two to three operators. Some of the characteristics of the system are:

1. Reduced waste of ice cream.
2. No brine losses or spillage.
3. Steady and unrushed production.

4. Short freezing time (six minutes).
5. Automatic wrapping in aluminum foil.

Effective scientific research, as undertaken by the Danish experts in dairy problems, the brothers Gram of Vojens, Denmark, and the Société Industrielle Suisse, authorities on high precision wrapping machinery in Switzerland, was responsible for the development of the RIA system. Fifteen years of experience are behind the modern version of this novelty-making equipment.

Basically, the machine consists of a circular mold which rotates in continuous steps. This circular mold consists of 160 rows of four pockets each. In the course of one complete revolution, each mold passes through all of the steps of the production process, and the empty molds are then again filled for a new cycle. (See accompanying photograph.)

The main feature of the machine is the circular freezing table consisting of 160 freezing-and-heating-up compartments through which the cold and warm brine is circulating and in which the pockets of the molding frame are submerged. The freezer table rotates step by step—160 steps complete one rotation in approximately ten minutes.

The table is turned by means of a gear wheel transmission. The mold frame is held to the table by means of hooks that easily can be loosened, and the mold can be replaced for another size and/or shape of bar without difficulty. The machine itself is hydraulically driven.



When the pockets pass under the hydraulic filling apparatus, ice cream is pumped from a continuous freezer into four pockets of a radial row by means of four small pistons located in a sort of drum. The pistons are so constructed as to apportion a predetermined quantity into the pockets and consequently the pistons must be changed when brick size is changed. The device can be turned sideways to facilitate removing of the mold frame, when desired.

The filled pockets then pass under the hydraulic stick loader which inserts a stick into each of the four pockets of a radial row at one stroke of a horizontal rod onto which four vertical rods for pushing the sticks down are affixed.

This automatic stick loader has been designed with special care. The wooden sticks used are of American construction, and of equal dimensions throughout. The RIA stick loader handles sticks of various thicknesses and widths. To insure trouble-free operation, a sidelong motion has been added and a pusher directs the stick into the downwards channels from which they are easily hammered into the ice cream. The sticks are placed exactly in the center of the ice cream without difficulty.

The hardened molds with sticks inserted next move on to the remover. The remover, with sixteen arms, each with four automatically gripping tongs, is mechanically operated direct from the variator.

After the bricks dry following removal from the pockets, they are automatically dipped into the chocolate-coating device, which consists of two containers through which molten chocolate is circulated by means of a small pump. The coating is easily regulated to any desired thickness. If required, a coating as thin as a film can be applied. The overflow of the chocolate is returned to the chocolate tank. At this point, the ice cream items are ready for the next step in the production process, and the chocolate coating is completely solidified. (It should be pointed out that if the ice cream manufacturer does not want to chocolate coat the ice confections, the containers described above may be omitted.)

When the bricks leave the tongs of the remover, they are dumped into a groove, and pushed sideways with a mechanical "finger" until they reach a "depositing worm" which takes them to the conveyor in a horizontal position ready for the wrapping machine.

Wrapping is automatic and the bars are packaged in aluminum foil. All parts of the wrapping mechanisms are of stainless steel and are easily cleaned. A change in bar size may be effected in ten minutes and replacement of the foil rolls takes less than one minute. Packaging of the bars in aluminum foil assures a dust-proof, air-tight, water-proof package—one that will seal in flavor and freshness and result in a superior quality ice cream.

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Clean and sanitize with maximum efficiency and real economy. Use Cherry-Burrell Washing Powders. Good equipment and complete sanitation help produce quality products. Special farm dairy cleaners are also available.

Ask your Cherry-Burrell representative about the right cleaning compounds to fit your individual needs.

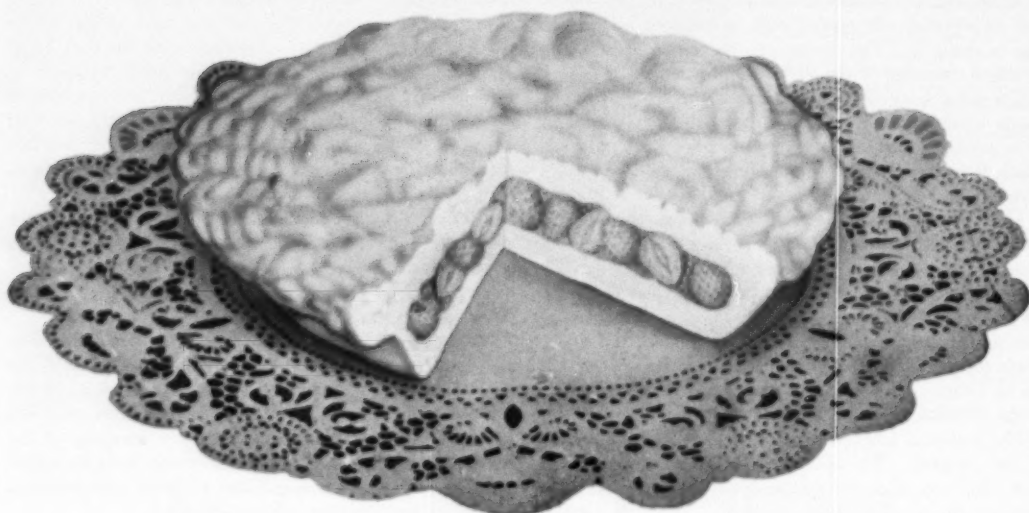
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*trendmaker in a great industry*

# YOUR SLICE OF PIE



**Y**OU may not be able to have your cake and eat it too, but I submit that you can have this pie. It's an interesting pie. Not with twelve and twenty blackbirds but with a surprising and substantial filling.

The pie represents value—real value. Before we examine it slice by slice, I want to describe the pie. It's the result of long and patient building. It's the product of an important industry—our industry.

As a whole, this pie exemplifies the good that men can do together. That's the word for me—together! One plant—one firm—can reap from only the good it does alone. Collectively, though, when we do an industry job, we all benefit by the good that we do together.

In other words, by support—by working together—the things we do assume a great scope, and then we are thought of in terms of an industry—A power—with prestige. For when one speaks, it is only the voice of one—when an industry speaks, it is the voice of the many.

Another thought occurs to me as I look at the pie—It's well rounded, A complete entity. It has been planned and made to a pattern—of that you will be convinced when you have helped yourself to the many slices it contains.

And now for a slice. This represents enterprise—free enterprise. It's the core of existence of trade associations.

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*This article is based on an address delivered by G. Stanley McKenzie, President of the International Association of Ice Cream Manufacturers, during the recent annual convention of that organization.*

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How does this represent free enterprise? It's your organized voice raised to promote good government—to fight all restrictions that shackle your business without warrant. It's the voice that helps those who govern make wise rules—and sound, economic decisions.

It's the voice that has raised the stature of your product and kept it there—as an important food—with an important rating as a part of group 4 of the 7 basic foods.

It's the voice that takes this recognition and makes it mean sales and increased business. There are some regulatory officials who would like to have it taxed as a confectionery. The voice raised in protest with sound facts has prevented that in several of the cities of the nation. There are those administratively responsible for feeding the school children of the nation who would like to take it out of the school lunch operations. Again, it is recognized by those of the Federal Government as an important food that can be served either with the meal or as an adjunct to it.

That voice facilitates the flow of your supplies—and stabilizes them in the market place. The perfect example is the work on sugar that has been done by the association in working with other organized sugar users. According to other trade group estimates, it saved this industry a cent a pound on sugar last year.

That voice must be ever vigilant if it is to make its timely weight felt. Look at the national picture—10,000 bills were introduced in the last Congress. Some of them were good, some bad, in their effect on you as a businessman and as a citizen. In this slice of pie, too, was the

intelligence service—that digested reports—evaluated the bills—to guide the voice.

There are 145 federal agencies that issue orders and regulations that make an impact on your business. What alerts the industry—gets statistics—makes out your case, but the industry voice in this slice of pie? It means an articulate industry. It means a voice of authority for this pie. Remember, it is the voice of most of the ice cream manufacturers of this country, Canada and nations abroad.

The voice is amplified because it works with and through other organized groups. It was the voice that was heard when the nation's railroads this year wanted quick increases for rates and tariffs. The voice is powered by different groups in the industry. The savings—and they amounted to millions of dollars—in transportation costs were effected by the Subcommittee on Transportation of the Dairy Industry Committee. The voice represented this industry. It is motivated by your industry speaking through the association and constituent organizations.

### Good Management

Here is another slice. Like the old pie charts, it represents savings to an industry. The savings come through good management—good management that must be guided by good accounting. Represented in this pie is the work of committeemen and staff members who, over the years, have developed and kept modern two fine accounting systems, available to every member who has helped build this pie by supporting their trade association. The modern, up-to-date IAICM system is now in use in over 500 plants. There is a simplified system available for small plants.

There are savings that you can make by comparing costs with other manufacturers in your locality of comparable size, but there is only one avenue for this information to reach you and that is through your own Department of Statistics and Accounting. All they ask you to do is to participate in surveys so that you can compare your manufacturing costs and expenses, expenses of sellings, advertising expenses, your delivery expenses and your administrative expenses. This is the irrefutable guide to your operations and helps you watch and save operational dollars.

Savings may come to you in another way. That is by the preservation of your status in the field of sales. Here legally is the only medium of comparison—through the Ice Cream Sales Index—which lays the groundwork for your future sales planning.

Didn't I tell you that beneath the meringue we would find sturdy stuff in this pie, and now we can help ourselves to another slice.

### Merchandising Institute

It's really a corporate entity all its own. True, it's owned by the industry, through the International. It's the Ice Cream Merchandising Institute. It was built because one of the most important challenges is at the point-of-sale, a place where you meet your consumer. Here you face the pressure of competition and the test of product acceptance. You dare not gamble—you must influence consumers with the finest point-of-sale materials that you can get with the greatest price advantage to yourself, and they are here in this slice of pie.

Good dealer relations mean more than the question of personable salesmen. They mean services that help your dealer to maintain sales, maintain profits and maintain sanitary establishments. These services—from training films for employees to accounting methods for the fountain operations, as well as sanitary aids to make your dealers store more attractive, all make you more important to that last link between you and the consumer—your dealer.

Actually while it is incorporated in this one piece of pie, your training school, operated by the institute, could have well been another separate tasty morsel because thousands of dollars have been spent to equip one of the finest training schools in the country. Its object is to give your merchandisers all the fundamentals of good, sound, aggressive selling they need to make your sales programs a success.

Here's another slice topped with meringue and all the trimmings. It's better than a quarter of a million dollars of promotion work for your plant, for your industry and for your product. This portion could really have been divided by three. That would be inconsistent, for what we have done in this slice is to multiply by three. Yes, three



**Hudson's**  
VANILLAS

 Hudson Manufacturing Co.  
Vanilla Products  
119 NORTH UNION AVE., CHICAGO 6, U.S.A.

**Finest Vanillas for Over 60 Years**

Now you can make . . .

**CANASTA·GIN·BRIDGE**

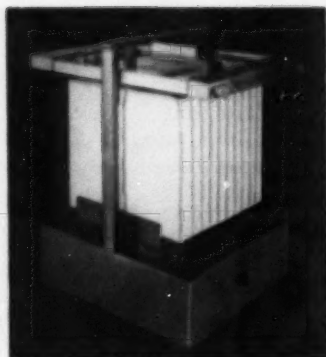
 **Ice Cream FANCY MOLDS**

CARD MOLDS AVAILABLE  
IN CLUBS, DIAMONDS,  
HEARTS, SPADES.

You can fill 9 or 12 to a quart of ice cream

Write for prices and catalog of appealing forms or figures for every holiday or special event

**AMERICAN CHOCOLATE MOULD CO., INC.**  
173 LAFAYETTE ST., NEW YORK 13, N. Y.



## ELECTRIC DRY ICE SLABBER

(Counter style)

Cuts a block of ice in 12 minutes into ten uniform slabs. Cutting wires are in a carriage which slides up and down on supporting arms. All parts perfectly machined. Constructed for years of production room service.

Operates on 110 volts AC or DC.

Distributed by

PRICE **\$135<sup>00</sup>**

F.O.B. Chicago



Write for circular and further information

**JIFFY MANUFACTURING COMPANY**  
360 FLORENCE AVENUE • HILLSIDE, N. J.

organizations adding together their total efforts to do the job you want done for your industry. The power in this slice comes from five million dairy farmers through the American Dairy Association, a great percentage of the gallonage of the International Association, and the special work of the National Dairy Council. For each member, it's a three-to-one return. It meets issues on the educational front. It provides you with research, advertising, industry materials, motion pictures—both theatrical and non-theatrical—all of the many facets of the industry-wide program now correlated and unified to channel the ingenuity, the resources and the moneys of these three organizations into a public relations program of great might and great power.

The last piece of pie is really your dessert. It's that plus value that you didn't expect, that you may not have thought of, but that turns out to be a tremendous asset for each of you—and for the industry. We started this by talking about working together and not walking alone. Perhaps you have not realized that your dues dollars not only pay your membership in the International, not only help organize and support the other programs that are making your future brighter, but also provide membership and support for other organizations. They mean a healthy atmosphere in which you are to operate, and by operate I mean every phase of your operations. Here are the great national associations doing work for you, supported by

you—the American Public Health Association, the International Association of Milk Sanitarians, and the American Dairy Science Association. As an important food industry you would not wish to do less than to help them in their work.

One need not sell you on the services of the U. S. Chamber of Commerce—and through your trade association you are a member of it.

Your operations on the highways are made better by the National Highway Users Conference and the National Council of Private Motor Truck Owners. You support them with funds and through your staff you furnish manpower in their staffs.

You enjoy the benefits of the work of the National Industrial Council and the National Association of Manufacturers—the inter-related work of the American Trade Association executives and the Washington Trade Association executives.

The professional organizations, too, help inspire your staff, give them ideas and encouragement. The American Public Relations Association, the American Statistical Association, the American Institute of Accountants, the National Association of Cost Accountants—all of these groups enlarge your influence and aid in your work.

Gentlemen, I think you will agree that this was a good pie, an nourishing pie, a well-designed, well-baked and presented pie. It is yours, gentlemen. Take these slices—make the most of them.

## MIRRO-CHROME ELECTRIC SIGN



**D**ominate Your Marketing Area With This Big Low Cost Electric Sign. (20" x 10")



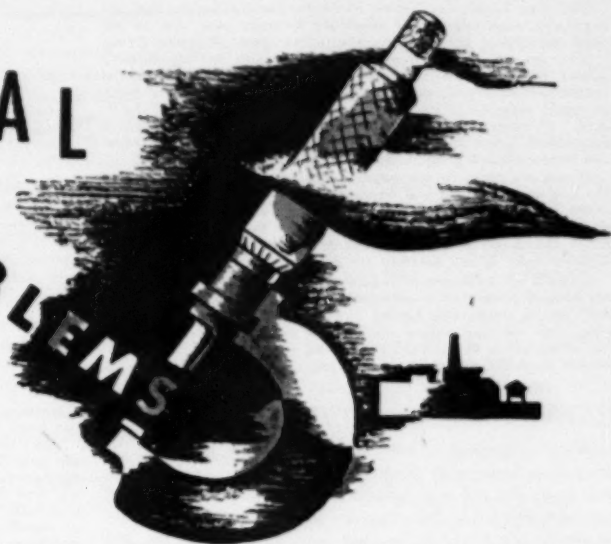
**Your Copy in Beautiful Color  
Sells — Day and Night**

Don't miss on this—write for complete details today

**MIRRO-PRODUCTS CO.**  
High Point 2, N.C.



# TECHNICAL PROBLEMS



By DR. C. D. DAHLE  
Technical Editor, Ice Cream Field

## Improving Melt-down Tests?

We make a 14.5 per cent fat, 39 per cent total solids mix, using fresh 40 per cent cream, skim condensed and milk, 15 per cent sugar, 0.03 per cent stabilizer and 0.013 per cent emulsifier. We freeze in continuous freezers, two 150-gallon per hour capacity, 3-5 pounds ammonia back pressure, 32°-34° F. temperature of mix entering freezers, temperature of ice cream, 24-25° F. The vanilla comes out looking wet and soft at this temperature, 90 per cent overrun.

We make a chocolate mix with 0.026 per cent stabilizer and 0.013 per cent emulsifier. The total solids are a little more than the vanilla mix. This ice cream comes out at the same temperature, 24-25° F, but looking a lot drier and stiffer than the vanilla ice cream mix.

In a melt down test the vanilla melts back to mix more like the original mix than the chocolate. The chocolate has quite a large amount of air foam left on top of screen. We tried increasing the emulsifier, but this did not help dry it up.

Could you make any suggestions so that we can dry this ice cream up and still give us a good melt test?

### Answer

Usually the emulsifier will dry up an ice cream mix quite satisfactorily. In your case I don't believe you are getting a low enough temperature. I notice that the drawing temperature of your ice cream mix is 24 to 25, whereas it should be around 22 to 22.5, and in chocolate it should be even lower than that because you should have more sugar in chocolate ice cream.

You don't add as much stabilizer in your chocolate as you do in the vanilla but you have more solids in this particular ice cream and that probably accounts for the extra dry appearance of the chocolate over the vanilla.

I suggest that you check on the blades and see that they scrape properly and that they are good and sharp and try to get your drawing temperature around 22 or 22.5 for vanilla and even lower on the chocolate. You might even check for oil in the system also. I believe you can increase the dryness by getting a lower temperature and also by stepping up the emulsifier. Although you say that stepping up the emulsifier did not dry up the ice cream, ordinarily it will.

## 14 Per Cent Formula?

I am writing to see if you could possibly give me a good formula for an ice cream mix. We have been dissatisfied with our present mix. I attended the short course for ice cream making and I have ideas for making an ice cream mix, but I would feel much more secure if you would help me. I would like a mix of 14 percent butterfat, but I would appreciate it if you would calculate the serum solids and total solids.

### Answer

I am glad to provide you at this time with a good 14 per cent ice cream mix, although you did not mention what materials you had on hand. I am assuming that you will have 40 per cent cream, 4 per cent milk, and I am suggesting that perhaps you use condensed skim milk if you can obtain it. Dry skim milk is satisfactory, also, but I rather imagine that you are in a position to obtain condensed skim milk in your own locality.

This mix, then, will test 14 per cent fat, 10.0 per cent serum solids, 15 per cent sugar, and 0.3 per cent stabilizer. The stabilizer is also more or less arbitrary, the amount, of course, varying with the type of stabilizer you use.

31.5 lbs. 40% cream  
34.2 lbs. 4% milk  
19.0 lbs. condensed skim  
15.0 lbs. sugar  
0.3 lb. stabilizer

## Use of Magnesium Oxide?

I was very much interested in studying your recent article in ICE CREAM FIELD regarding defects in ice cream, and want to thank you for a very fine analysis. We occasionally find it necessary to standardize the acid, and therefore would like to have more information regarding the use of magnesium oxide. Is this sold under any particular trade name? Do you have a formula for its use? What and where would be the best place to obtain it?

### Answer

Magnesium oxide is a very fine material to use for standardizing the acidity of ice cream mixes. The advantage of this material

is that you do not have to use very much and it does not affect the flavor to any great extent.

This can be obtained from numerous supply houses that are supplying materials to the chemistry industry and also to the food industry. I would ask for magnesium oxide, technical grade.

The amount of magnesium oxide necessary to neutralize a pound of lactic acid depends upon the individual sample of magnesium oxide. If magnesium oxide were 100 per cent pure, it would take 0.224 pounds to neutralize one pound of lactic acid. However, we have found that it takes about 0.3 pound magnesium oxide to neutralize one pound of lactic acid when one buys technical grade magnesium oxide.

If you are going to use magnesium oxide to neutralize some of the acid of the mix it will be necessary for you to have an acid tester and to test the acidity of the mix before attempting to standardize the acid. The proper way to test for acidity is to weigh the sample of mix and then dilute with an equal weight of distilled water before titrating for acid.

I would not endeavor to reduce the acid to a point lower than the normal point with a serum solids content of the mix. If you have an ice cream mix having a serum solids content of 10 per cent, then you can reduce the acid to about 0.18 per cent. If the serum solids content is 11 per cent, then you can reduce the acidity to 0.198 per cent, and so on.

### Storing Condensed Milk?

We are interested in learning as much as we can about the freezing and storing of plain condensed milk, the process necessary to do this and best methods of storing same. I understand you have done some work along this line and wonder if you could inform us best ways. We are just installing a vacuum pan and would store our surplus condensed in the spring for use in ice cream mix in summer and fall.

#### Answer

For a long time it was thought that freezing of plain condensed milk was not a satisfactory practice because at the end of two or three months of storage in the frozen condition the product would show signs of coagulation when defrosted. Sometimes the curd would not disperse properly in the mix, and therefore quite a number have objected to the use of frozen condensed skim milk.

We have been freezing condensed skim milk for some time and we have been holding it for as long as six months. Upon defrosting the product shows curdiness but this disperses very readily in the ice cream. There is one precaution to remember in connection with storing frozen condensed milk and that is not to heat the milk too high in the hot wells before condensing.

We found that the heating temperature should not exceed between 160 and 170° F. for the best results, so far as redispersion of the product in ice cream is concerned.

One hundred and seventy degrees would result in a better flavored product than 160°. But 170° should not be exceeded.

I would also set aside small pilot samples containing about one quart of frozen condensed and observe these after one month, two months, and three months in storage. Disperse these in hot mix and see if they show any signs of failing to go into proper

Address your technical questions to Dr. C. D. Dahle,  
% Ice Cream Field, 19 W.  
44 St., New York 18, N. Y.



dispersion. If this happens, then of course the large batch which the small batch represents should be used up immediately.

More and more condensed milk is going to be frozen than in the past. In the past many plants made considerable amounts of sweetened condensed in order to utilize milk solids. I believe you will find that a great many now will resort to frozen condensed skim milk instead of the sweetened because of the convenience of handling the frozen material, against handling barrels of sweetened condensed.

I would condense the skim milk to about 3.5:1 ratio. This may be superheated or plain. It doesn't make any difference from the standpoint of freezing which you use.

### Buttermilk Powder?

Will you please give us your opinion on the use of sweet cream buttermilk powder, containing approximately five per cent butterfat, which would be used to replace in part milk powder in ice cream mix. What amount, if any, would you recommend using in ice cream mix?

#### Answer

Sweet cream buttermilk powder, if made from a good source of sweet cream buttermilk, can be a very fine source of serum solids in ice cream. It can be used to the same extent that you use ordinary dry skim milk. I assume, however, that this is spray dry and it has been approved from the standpoint of quality.

Quite a few manufacturers prefer this type of powder to the ordinary spray dry skim milk because of the higher fat content. It also is higher in lecithin and if it is obtained from sweet cream, unneutralized, then it is a good source of serum solids for ice cream.

## VENDING PROBLEMS SOLVED



SINCE 1892

- THE vending season will be here before you know it. . . . Will YOU be ready for a profitable operation this year?
- SOFFE refrigerated bodies are backed by 58 years of solid body building experience. . . . Let this experience go to work for you. . . . Our staff is at your disposal to help make your coming busy season a profitable one.

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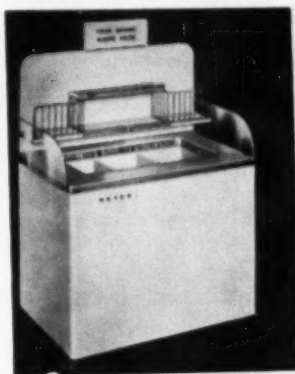
## New Products

### ALPHA PRICE LIST 1

Alpha Aromatics, Inc., manufacturers of processed fruits, nut specialties, pure vanillas, extracts, flavors, stabilizers, food colors and other specialties for the ice cream industry announce a new revised and expanded price list. Copies may be obtained by writing to the company.

### REVCO MERCHANDISER 2

Revco, Inc., announces a new addition to their line of Low-Temperature Refrigeration Products. This new Revco Merchandiser is designed especially to sell Ice Cream and related items.



The new Revco Ice Cream Merchandiser, it is reported, provides 6 cubic foot capacity for packaged Ice Cream. The aluminum walls of the Freezing Compartment provide for Quick Cold; they are said to be rust proof, chip proof and easy to clean. The freezing compartment is divided into three sections, with each Divider-plate refrigerated and equipped with removable quick-defrost caps. A new

type of construction, employed in the Revco Merchandiser for Ice Cream, keeps Frost-line low, yet safe, it is reported. The cabinet construction provides for complete sealing against moisture-vapor.

The Revco Merchandiser for packaged Ice Cream is available in three models: Model LT60CL as illustrated with illuminated sign, Standard back-bar for self-serve of related items and equipped with heavy, clear plastic Draft Shields. Model LT60C, same as model shown except without illuminated sign. Model LT60P, same as Model LT60C except with plain back-bar which provides for any special handling of brand name or other display treatment. Cabinet Dimensions are: Height from floor to compartment opening, 36 1/2", including casters; width of cabinet, 41", depth front to back, 27". Complete data is available on request.

### ORINGER MOLDS 3

A new line of fancy center molds has been developed by the Oringer Manufacturing Company. The line includes direct-fill, cutting and sectional molds for fancy center work. The line is available in a wide variety of shapes and styles, including eggs, rabbits, lilies, etc., for specialty items appropriate for holidays and many organizations.

### SOLCHO 4

The Extrax Company announces the development, after extensive research, of a soluble basic powdered chocolate product with which, it is claimed, the ice cream manufacturer can make chocolate ice cream without the separate operation of preparing a "chocolate ice cream mix."

A chocolate ice cream mix is customarily produced as separate and distinct from other ice cream mixes. With the new

Extrax product, known as "Solcho," chocolate ice cream reportedly can be prepared just like any other flavored ice cream.

"Solcho," which is instantly soluble, is prepared as a powdered concentrated product. When added to ice cream mix at the rate of twelve ounces per five gallons, it is said that a smooth, even-textured chocolate ice cream is the result. "Solcho" is easily used in the preparation of chocolate ice cream in both continuous and batch freezers.

Some of the advantages claimed by the manufacturer are: (1) no cooking of chocolate product necessary, (2) no waste, (3) complete ease of handling, (4) saving of storage space, and (5) a pure food product.

The chocolate products are another of the long list of products which have been solubilized through research conducted by the Extrax Company, and its President, Harold A. Hoffman.

### DAIRY BOOK 5

Publication of "Dairy Products," the latest in a series of volumes dealing with wartime problems in subsistence research and development, has been announced by the Commanding Officer, Quartermaster Food and Container Institute for the Armed Forces.

The 171-page volume describes those World War II research and development activities of the Food and Container Institute which affected dairy products for the Armed Forces. The seven chapters of the book deal with organization of the Dairy Products Branch, the Importance of Milk and Milk Solids in the Soldiers' Diet, Fluid Milk, Evaporated Milk, Dehydrated Milks and Ice Cream Mixes, Cheese, and Spreads for Bread.

Copies of the published volumes may be had without cost.

## INFORMATION PLEASE

Your Firm Name \_\_\_\_\_

Address \_\_\_\_\_

Your Name \_\_\_\_\_

Your Title \_\_\_\_\_

To New Products Department,  
Ice Cream Field  
19 West 44 Street  
New York 18, N. Y.

I would like to know more about the following New Products mentioned in the March issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐

Outstanding for Quality

# KELLOGG'S

TRUE BEAN  
VANILLA

FRANCE E. KELLOGG CO.

121 N. BROADWAY, MILWAUKEE 2, WIS.

## TANK, COATER AND SOFTX 6

Ice Cream Novelties, Inc., has announced a heavier production schedule for its new stainless steel manual chocolate dipping tank. The 125 lb. capacity tank is said to be ideal for small and medium sized ice cream plants for an efficient chocolate coating operation. (See Photograph).

ICN claims that many large ice cream manufacturers are using this efficient dipping tank as an auxiliary tank in the production of special confections such as fruit coated bars. Such an auxiliary tank permits limited production of specially coated bars without disturbing the regular production arrangement in the plant.

The ICN manual chocolate dipping tank is a hot water jacket model. Even heat distribution throughout the tank is maintained by direct electric immersion heaters. An automatic thermostatic con-

trol with bulb in direct contact with chocolate can be set for desired temperature.

The tank is readily movable and compact. The overall dimensions are 72" long x 17 1/4" wide and 35" high exclusive of drip rack. It is 57" high with drip rack.

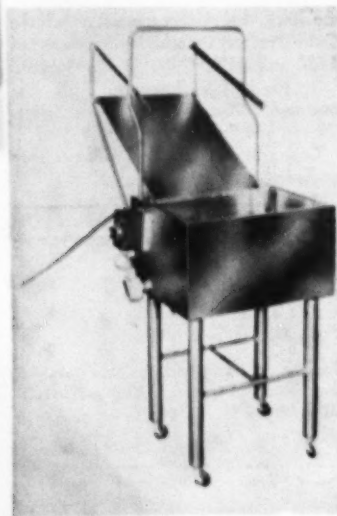
ICN has also announced the development of a new stabilizer—"Softex 525" for its water ice confections.

"Softex 525," the company states, is immediately cold water soluble and results in a clear solution. It requires no pre-mixing with sugar or any aging.

The company revealed that "Softex 525" does not react with citric acid. No sediment on the bottom or layer at the top is formed when this new stabilizer is used in the mix. It was further stated that no separation or precipitation of any sort will occur in the solution. ICN's technicians state that "Softex 525" results in giving water ice confections a finer, smoother texture.

Immediate delivery of the Tolan Speed Coater, a machine for dry coating frozen stick confections, was also announced by Ice Cream Novelties.

The Tolan Speed Coater, it was revealed by the company, handles all types of dry coatings such as nuts, macaroon crunch, shredded coconut and toasted almond. The Speed Coater can cover up to 1,000 dozen stick confections per hour.



## MINERALIGHT

7

Klenzade Products, Inc., announces exclusive distribution of Mineralight for the dairy and food industries. Mineralight is a small, compact, portable, long wave ultra-violet light which excites fluorescence in milkstone, fats, and other extraneous soils not readily apparent to the eye.

Mineralight is used like a flashlight and when beamed against equipment surfaces or into cans, deposits fluorescence and are

instantly detectable. One of the important uses of this equipment, according to the manufacturer, is to discover the beginning of milkstone and other soil formations so that corrections can be made in cleaning procedures. It is also useful in detecting rodent contamination of stored materials, rat harborage, and evidence of infestation. The easy portability of Mineralight makes it a valuable aid to plant inspectors, sanitarians, and field men.

Mineralight operates from 110 volt 50-60 cycle AC, or two 45 volt "B" batteries. It is furnished complete in a metal carrying case containing batteries and wiring circuit.

## TRUCK REFRIGERATION

8



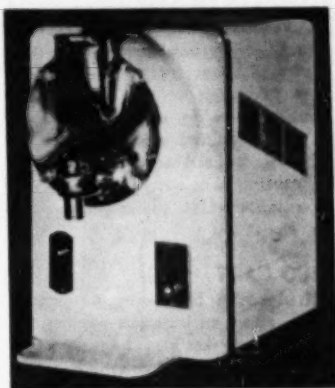
Weight-conscious truck operators will be interested in the new Foster-Built Dry Ice Truck Bunker. The Unit shown here holds two blocks of Dry Ice and is designed for route trucks. A larger unit holding four blocks is available for over-the-road haulers. The bunkers are manufactured by Foster-Built Bunkers, Inc.



## SWEDEN UNITS

9

The Sweden Freezer Manufacturing Company announces the development of a milkshake machine designed to simplify and speed up the production of milkshakes and malts. Called the Frigidmixer, this new machine is said to be practical for drugstores — wherever milkshakes are served. Heart of the new machine is a 2½ gallon chamber in which the liquid milkshake mixture is cooled down to the desired temperature, while a whipper swells it to the proper milkshake consistency. Automatic temperature controls then hold the product until served. A spigot-type dispensing front permits instant and rapid serving. (See photograph below.)



The dimensions of the machine — it's 22½" high, 15" wide, and 18½" deep — make it suitable for installation on counter or backbar. The front is of cast iron finished in porcelain enamel, the other exterior panels are welded into one seamless, removable piece. The whipper is powered by a ½ HP motor and the cooling chamber may be hooked to any ½ to ¾ HP Freon condensing unit. The machine will make 16 large milkshakes per filling in four minutes, says the manufacturer.

One of the new soft ice cream freezer models being offered by the Sweden Freezer Manufacturing Company for 1950 is the Sweden Challenger. The Challenger has a two-quart freezing cylinder, and is compact to permit installation in locations previously considered impractical for an item of equipment as large as a soft ice cream freezer.

Completely self-contained and of small dimensions — 20½" wide, 19" deep, and 20½" high — the Challenger requires no water connections or special wiring, and comes ready to install for immediate operation.

The Sweden Freezer Company also announces the development of a new fountain-mix storage cabinet designed for those ice cream freezer installations where both space and capital are limited. The new cabinet is said to combine the features of a mix holding cabinet and soda fountain in one compact unit and comes complete with remote condensing unit. It is also available without condensing unit for connecting to existing refrigeration systems. (See photograph at right.)

The cabinet portion of the combination features extra-large front-opening doors and a lift of only a few inches for ease



in handling heavy mix cans. Furnished in 4, 6, and 8 ten gallon can sizes, the

## Mr. Ice Cream Manufacturer...

How often do you find yourself "on the spot" when a new or prospective account looks to you for advice or help in selecting equipment for a new installation or a remodeling job?

You're on a spot where you have to come up with dependable equipment that will do a job for your customer... equipment in which you have confidence. In Everfrost equipment you will find all the features that will please your customer and give him years of dependable, economical performance.

Only with Everfrost do you get a complete package unit, including a compressor and the revolutionary Everfrost Refrigerated Carbonator and Water Cooler... a package unit that eliminates expensive installation costs. It's just like installing a cabinet and you can get an Everfrost fountain that will fit the exact needs of your customer's installation — large or small.

We'd like to tell you about all the features of Everfrost equipment... all the reasons why you will be able to recommend and install Everfrost with complete confidence. Sign and mail the coupon today and learn how you can offer your customers more value with Everfrost.

**ANDERSON & WAGNER INC.**

**Everfrost**

Soda Fountain • Luncheonette Equipment  
Drink Dispensers  
A Product of

**ANDERSON & WAGNER, INC.**  
8791 So. Muller St. — Los Angeles 3, Calif.

Yes — Please send full information on Everfrost equipment to:

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

*For The Finest*

**VANILLA No. 7**

*For The Quality Compound Vanilla*

**THREE STAR ESSENCE**

QUALITY  
IN FLAVOR

SINCE  
1835

**VIRGINIA DARE**

**VIRGINIA DARE EXTRACT CO. INC. BROOKLYN 32, NEW YORK**

cabinet is also supplied with removable wire shelves for storage of mix in milk bottles, cartons, or other containers smaller than the standard 5 or 10 gallon cans. The interior of heavy-gauge steel is enamel finished for easy cleaning, and the clear cabinet top provides ample space for dishes, flavors, etc., according to the company.

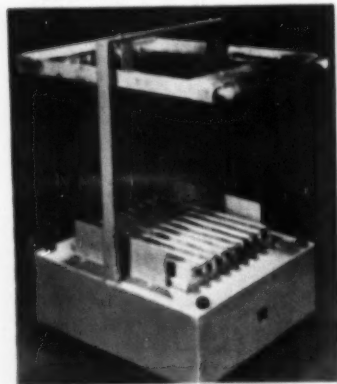
The soda fountain unit assembly consists of water and soda draft arms and removable stainless steel crushed ice and drip trays. Of heavy gauge pressed stainless steel, the trays are recessed into the top to cool them, thus retarding melting of the crushed ice.

This new unit is refrigerated by a specially designed, compact ice bank type sweet water bath system which also cools the soda and fresh water. This extra-large capacity cooling system reportedly provides a large volume of fresh and soda water at the right carbonation temperature and eliminates the need for an oversized refrigeration system to take care of peak loads during busy periods.

#### **DRY ICE SLABBER**

**10**

Availability of a Dry Ice Slabber which



is said to cut a fifty-pound block of ice into ten uniform slabs of exactly one-inch thickness each has been announced by the Jiffy Manufacturing Company.

Dimensions of the unit are 14" by 13" by 20" high. It is made of fabricated steel with welded joints and finished in a dark olive shade of enamel. It operates on 110 Volt A.C.

#### **HANDI-PACK**

**11**



The Boyd Division of Henry & Henry, Inc., York, has introduced to fountain operators its new Marshmallow Topping packed in a transparent plastic container—Boyd's Handi-Pack.

F. J. Barrett, Sales Manager for the Company, had this to say about the new Handi-Pack:

"The new Boyd Handi-Pack protects the delicious flavor of the marshmallow topping until the pack is opened and because of the handy size, it is not necessary to open up the packs until a new supply is needed at the fountain; thereby keeping it fresh at all times.

"With this new Boyd Handi-Pack method there is no waste and no mess, no can openers or tin cans to bother with."

Complete information on the new Boyd Handi-Pack Marshmallow Topping may be secured by writing direct to Henry & Henry, Inc.

#### **FLORASYNTH LIST**

**12**

Florasynth Laboratories, Inc., has announced the issuance of its newest wholesale price list—a complete twenty-eight-page publication covering an extensive variety of flavoring, aromatic or essential oil material utilized in food processing.

Florasynth Laboratories will distribute the publication to customers and to concerns interested in Florasynth products and research.

#### **RECO CART**

**13**

Refrigeration Engineering Corporation has developed an ice cream vending cart that reportedly has been designed to provide sufficient insulation to effect "the greatest possible savings in lowering meltage loss and dry ice cost."

Each cart has a double, heavy steel bottom, braced by thick oak backing. The body of the cart is strongly reinforced at the junction points of the handle bar so that constant lifting over curbs will not pull the bar loose, according to the manufacturer.

Flotofoam insulation is featured. These carts use only from seven to eleven pounds of dry ice per day, the manufacturer claims.



## Business News

### KALVA CORPORATION ANNOUNCES EXPANSION

The Kalva Corporation of Waukegan, Illinois, having served the dairy and ice cream industry for fifteen years, has announced a large expansion program.

Kalva has recently acquired the Ice Cream, Dairy and Soda Fountain Divisions of the Cook Chocolate Company of Chicago.

Basic chocolate manufacturing facilities and enlarged research operations staffed by leading food chemists will be of great value to users of any form of chocolate required by the dairy industry, a company spokesman declared.

The Kalva line now includes the following: Syrup and Powders for Chocolate Milk; Coatings—both Pail and Slab types for Ice Cream; and Fruit-Flavored coatings and water ices.

Further additions to the line are cocoas and liquors for chocolate ice cream "Sundae-Fudge" flavors in both paste and powder form; chocolate Chip-Ettes for chocolate chip ice cream; butterscotch ice cream flavor; chocolate fountain syrups; fudge; fondant topping; butterscotch fudge; luxury cream caramel fudge; chocolate syrup powder for point-of-use manufacture of fountain syrup and instant chocolate and cocoa for fountain use.

Robert L. Close, with Kalva eleven years, has been named General Sales Manager. Avery M. Bishoff, Jr., formerly Sales Manager of the Dairy and Ice Cream Division of Cook Chocolate, has joined The Kalva Corporation as Vice President. Karl W. Karnopp is President of the firm, Kingsley P. Karnopp is Executive Vice President, Leon F. Snerlong is Director of Research, and Clem H. Olson is Treasurer-Credit Manager.

The major Kalva products are now available in Canada as the result of a licensing arrangement between Kalva and the Kingsway Chocolate Company, Ltd. of 521 Front Street East, Toronto, Ontario. It is under the direction of James H. Murray, a man of long experience in the chocolate field.

All products of the Kingsway Chocolate Company are manufactured according to Kalva formulas and all production is checked by Kalva laboratory technicians. Many products formerly exported by The Kalva Corporation from Waukegan to members of the British Commonwealth of Nations, will now be manufactured and exported by Kingsway Chocolate Company, Ltd. These products are thus more readily available to ice cream and dairy firms operating in the dollar-shortage areas of the world.

### CARRIER CORPORATION REPORTS EARNINGS

Carrier Corporation, Syracuse, New York, manufacturer of air conditioning, refrigeration and industrial heating equipment, has reported a net profit of \$1,834,967 or \$2.72 per common share for the fiscal year ended October 31, 1949. This compares with \$2,710,412 or \$4.19 per common share for fiscal 1948.

### GUNDLACH CITES "SWEETHEART" RIGHTS

G. P. Gundlach & Co., nationwide ice cream sales specialists, have halted the efforts of the Quality Chekd Ice Cream Association and its members to apply the name "Sweet Hearts" to its ice cream merchandising scheme involving plastic containers.

The name, "Sweetheart" as applied to ice cream is the property of G. P. Gundlach & Co., and was nationally advertised in 1949. "Sweetheart" Ice Cream is a blend of cherry, coconut and pineapple.

1950 plans for merchandising "Sweetheart" Ice Cream include a full-page, full-color ad in the *Saturday Evening Post* during June. This ad is sponsored by the Dairy Guild Division of G. P. Gundlach & Co., and is the second in a series designed to aid the ice cream industry.

G. P. Gundlach & Co. launched their program of national full-page, full-color advertising of various flavors of ice cream in February when they featured Genuine "Whitehouse" Cherry Ice Cream in the *Saturday Evening Post*. "Whitehouse" Cherry Ice Cream was created by G. P. Gundlach in 1919.

The Gundlach Co. dropped its proposed suit against the Quality Chekd organization for infringement of its registered name "Sweetheart" when it was agreed that Quality Chekd groups would at once cease and desist in the use of the name "Sweetheart" for ice cream.

According to G. P. Gundlach, President, "Immediate action was necessary to protect the rights of hundreds of independent ice cream manufacturers throughout the nation, who intend to feature Genuine 'Sweetheart' Ice Cream during May and June of 1950 and the years to come. Thousands of dollars are being poured into the 'Sweetheart' Ice Cream promotion by the Gundlach Co. in its national advertising program featuring this ice cream which is a special combination of cherry, coconut and pineapple prepared by the Gundlach organization.

"Ice Cream concerns may tie in with the national campaign on a local level to whatever extent they wish," Mr. Gundlach said.

### CABINET DIMENSION SUMMARY ISSUED

Manufacturers of ice cream cabinets have released their annual Dimension Summary covering 1950 models of ice cream cabinets, the Air Conditioning and Refrigerating Machinery Association announced in Washington recently. Principal manufacturers of ice cream cabinets are members of the Association's Ice Cream Cabinet Section. Copies of the Dimension Summary have been mailed to some 4800 manufacturers of ice cream throughout the country.

Approximately one-third of the 1950 models have dimensions differing from those listed in the 1949 Summary, an Association spokesman stated.



again in '50  
the SWING is to **SAVAGE**  
ICE CREAM  
CABINETS

See  
**PAGE 3**  
for the  
reasons!

## SAVAGE ARMS ACQUIRES NEW JERSEY FIRM



F. F. HICKEY

The purchase of the capital stock of C. V. Hill & Co., Inc. of Trenton, New Jersey by Savage Arms Corporation has been announced by Frederick F. Hickey, President and General Manager of Savage Arms. The purchase is subject to the approval of the stockholders of Savage at the annual meeting April 18. The price to be paid for all of the common stock is approximately \$3,500,000. The agreement requires that Savage obtain at least ninety-five percent of the outstanding common stock.

The move was made by Savage to expand its present refrigeration business, which includes the manufacture of ice cream cabinets for the retail sale of ice cream. C. V. Hill & Co., Inc. is one of the largest manufacturers of refrigerated self-service, display cabinets for the retail sale of meat, fish, vegetables, dairy products, and frozen foods.

C. V. Hill & Co. Inc., was established in 1889 by the late C. V. Hill, Sr. and during recent years the business has been operated

by his two sons, J. Stuart Hill, President and C. V. Hill, Jr., Vice-President. During 1949 its sales approximated \$11,000,000. The company employs about 850 persons in its plant in Trenton, which contains about 430,000 square feet of floor space and is located on a 15-acre plot in that city.

Its products are distributed through 200 distributors in the United States. Hill refrigeration cabinets are made in Canada under an arrangement with Fabien Limited of Montreal, P. Q., Canada and are distributed in other foreign countries by the International General Electric Company. A considerable number of its products is sold directly and indirectly to many leading chain stores.

The board of directors of Savage Arms Corporation has approved the purchase and will recommend to the stockholders that approval be given at the annual meeting. Upon approval by the stockholders, Frederick F. Hickey will be elected Chairman of the Board of C. V. Hill & Company; Gordon T. Wood, Vice-President and Treasurer of Savage Arms and Thomas S. Kernan, of the firm of Kernan & Kernan, general counsel of Savage Arms, will also be elected to the board of C. V. Hill & Co., which is now composed of J. Stuart Hill, C. V. Hill, Jr. and Earl Kressler.

J. Stuart Hill will continue as President of C. V. Hill & Company, Inc. and C. V. Hill, Jr. will continue as Vice-President. The entire Hill organization will be retained and its business will be continued at its present location in Trenton.

Mr. Hickey said that the name of C. V. Hill & Co., Inc. will not be changed and that its present policies will be continued.

The Savage Arms Corporation was first organized as Savage Arms Company in Utica, New York in 1898 to manufacture a high-power rifle invented by Arthur Savage of that city. During the early part of the first World War, the Savage Arms Company was reorganized and became Savage Arms Corporation. The plant facilities were increased to approximately 750,000 square feet and large quantities of Lewis machine guns were manufactured for the United States government, Great Britain and Canada.

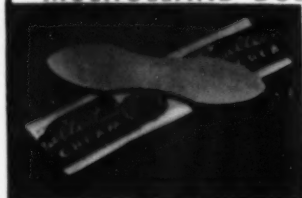
At the close of World War I Savage Arms bought the J. Stevens Arms Co. from the Westinghouse Electric and Manufacturing Co. and has ever since continued to operate that business in its original location in Chicopee Falls.

During World War II, Savage Arms bought the Stevens Duryea and Lamb Knitting Machine plants in Chicopee Falls. These plants had approximately 300,000 square feet of space. They were combined with the Stevens plant approximating 275,000 square feet of space. In these three plants, Savage Arms now manufacture its widely diversified line of Savage, Stevens and Fox rifles and shotguns as well as a complete line of hand and power lawn mowers. In 1944, Savage Arms purchased the machinery, tools, equipment and inventory of the Worcester Lawn Mower Company of Worcester.

Savage Arms executive offices are located in the Lincoln Building at 60 East 42d Street, New York City.

The Board of Directors of Savage Arms voted to include among the list of nominees for directors to be voted on by the stockholders at the annual meeting, April 18, the names of J. Stuart Hill, President of C. V. Hill & Company, Inc. and Charles W. Hall, President of the Oneida National Bank & Trust Company of Utica, New York.

**A GOOD BRAND IS WORTH  
"PROTECTING" WITH  
MULHOLLAND DUBL-STRENGTH**



**WOODEN  
SINGLE  
-PAK-  
SPOONS**

**SINGLE-PAK-SPOONS** bring the cost of sanitary protection for your product, brand and name, and creation of lasting REMEMBRANCE for its superb qualities... TO A VERY SMALL FRACTION OF A CENT! And in this day of increasing competition, you NEED this kind of proven advertising investment.

**SINGLE-PAK-SPOONS** are in a class by themselves for quality and utility—

- Use either end as the bowl—semi-pointed bowl makes them easier to insert in "hard" ice cream.
- Machine counted in strips eliminates extra handling and waste.
- Individual wrapping protects against dust, dirt and moisture... reassures the customer of your interest in his health protection.
- Stronger than conventional types, because they're **WIDER** at the weakest point.

Let us show you how low-cost **SINGLE-PAK-SPOONS** will add to the sales punch and dealer satisfaction you are trying to put behind your product. **WRITE TODAY FOR SAMPLES AND PRICES.**

*John H. Mulholland Co.*  
MILFORD DELAWARE





## REXALL SELLS DRUG STORES

The Rexall Drug Company has recently verified reports on the sale of nine Liggett Drug Stores in Pennsylvania and West Virginia to Rand's drug chain. Sale figure was reported at approximately \$500,000.

The deal was consummated January 17 at the William Penn Hotel in Pittsburgh but details were not completed until later. Key figures in the negotiations were S. E. Levy, president of Rand's; C. C. Mason, vice president of Liggett's; A. T. Carruthers, representing Rexall, Liggett's parent company, from Los Angeles.

Commenting on the move, Mr. Carruthers said, "This is in line with Rexall management's policy of reducing the number of company-owned stores in favor of a growing number of independently-owned drug stores that are operating under the Rexall franchise."

## FORREST BAKING CELEBRATES 1ST BIRTHDAY

The Forrest Baking Corporation of Chicago has just celebrated its first anniversary in the sugar cone manufacturing field.

Lawrence Schneider, Production Manager, has just supervised the installation of a modern up-to-date conveyor system which has increased cone production many times over.

This conveyor was designed especially for Forrest Baking to handle the increase in sugar cone business this past year. Other expansion plans are also being considered for 1950.

## CHILDREN OUT-EAT ADULTS?

Families with children consume 40.5 per cent more food and 20 per cent more ice cream than similar-sized family groups without children, according to results of a survey recently published in the Research Bureau of *Parents' Magazine*. The project was conducted in 1,558 typical households in sixty-eight representative cities. Basic data in the report was supplied by the United States Department of Agriculture.

## EUROPEAN FIRMS NAME REPRESENTATIVE

T. Noiret & Cie. of Nancy, France, manufacturers of concentrated juices, flavors and distilled concentrates; Francesco de Pasquale Fu Santi of Messina, Italy, distiller of citrus oils since 1840; and J. Worth of Imst, Fernpass, and Vienna, distiller of Hinterseber pine oils; have appointed William A. Hoffman, Inc., of 366 Broadway, New York 13, New York as their exclusive distributor and representative in the United States.

## 1 OUT OF 5 THEATRES SELL ICE CREAM

More motion picture theatres are selling ice cream than ever before, but there is considerable room for further exploitation of this market, according to results of a National Census of The Theatre Industry, published in the February 15 issue of "Extra Profits," a regular department of *Exhibitor*, weekly motion picture trade publication.

While 23.7 per cent of American theatres are selling ice cream today, as compared to 5.7 per cent in 1947, the fact that three or four out of five movie houses still do not sell ice cream seems to indicate a "clear field" for aggressive ice cream manufacturers.

Of the theatres surveyed, 14.2 per cent of those with 1 to 500 seats sell ice cream, 40 per cent of those with 501 to 1000 seats sell ice cream, and 41.4 per cent of those with more than 1000 seats sell ice cream.

The survey demonstrated that 100 per cent of the theatres to whom questionnaires were mailed have some facilities for the vending of confections.

## BASTIAN-BLESSING NAMES DISTRIBUTOR

The Robbins Fixture Company of Denver has been appointed distributor of The Bastian-Blessing Company's line of fountain-luncheonette equipment for the State of Colorado. This announcement was made by Lawrence N. Lucas, Vice-President of The Bastian-Blessing Company of Chicago.

"The Robbins Fixture Company, founded in 1921 by Sam Robbins, who owns and operates it, is well known throughout the Denver trading area as a manufacturer and distributor of store fixtures, refrigeration equipment and restaurant supplies," said Mr. Lucas. The company maintains a staff of five refrigeration engineers, and Mr. Robbins stated an adequate staff of sales engineers are ready to serve fountain operators and ice cream manufacturers with layout and sales assistance.

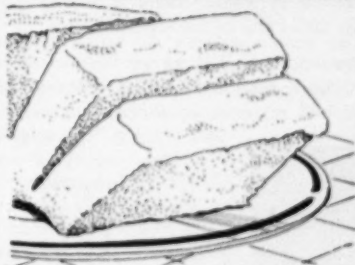
Mr. & Mrs. Robbins recently visited The Bastian-Blessing home offices and plant in Chicago, where they selected fountain-luncheonette units for their display room located at 937 Santa Fe Drive, Denver.

## DEEMS HEAD BUYS OUT PARTNERS

Harry Miller, President of Deems Ice Cream Corporation, Brooklyn, New York, has purchased the interests of Adolph Polkowitz, Treasurer, and Samuel Seid, Secretary, and now is the sole owner of the firm. The agreement also included purchase by Mr. Miller of the AXB Realty Corporation, owner of the building in which the Deems plant is located.

Manufacturers of the Waldorf brand of ice cream, the Brooklyn organization has more than 300 retail outlets. Business will continue as usual, Mr. Miller said.

## It's Delicious!! MACAROON Ice Cream



Ideal ingredient for bulk ice cream, for bricks, for topping Ice Cream Rolls, Cones and Sundaes.

New flavor appeal with

## MACAROON CRUNCH

Macaroon Ice Cream is a favorite... you can make it easily and profitably with Johnson's Macaroon Crunch... at the same time this product is an ideal topping... ready-to-use with the full flavor of freshly baked macaroons. Write to either address below for directions for using and for a quotation on your requirements.

### H. A. JOHNSON CO.

221 State St.  
BOSTON, MASS.



125 MacQuistan Pkwy., S.  
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## CUSTOM BUILT- ALL-ALUMINUM



This lightweight refrigerated body is ruggedly built throughout of high strength heavy gauge aluminum . . . Custom built to specification. Cut your delivery costs to a bare minimum with Barry and Baily All-Aluminum lightweight bodies. Greater payloads at reduced hauling cost . . . Let us quote on your requirements.

## BARRY & BAILY CO.

2421 No. 27 Street

Philadelphia, Pa.

### BORDEN ACQUIRES RALEIGH PLANT

Acquisition of White Dairy Products Company, Raleigh, North Carolina, by the Borden Company has been announced by George L. H. White, founder and president of the company bearing his name. The transaction becomes effective at once.

One of Raleigh's pioneer ice cream businesses, the White company was founded in 1911. The present plant, opened 20 years ago, is regarded as one of the best equipped dairy plants in the state.

The operation will be known as White Dairy Products Division of the Borden Company. There will be no change of personnel or operating policies. The operation will be under the supervision of a board of directors, with Mr. White as one of its members.

### INTERSTATE LAUNCHES DRIVE

Merle W. Hart, president of Interstate Creamery, Inc., New Castle, Pennsylvania, manufacturers of ice cream mixes for the trade, announces the launching of a full-scale advertising and promotion campaign for its products aimed at securing wider distribution through dealers and ice cream manufacturers.

Focal point of the campaign will be the new Interstate dimensional trade mark figure, the Good 'n' Tasty MIX-en (see photograph), which will appear on all the company's promotional material. Projected is a complete program of new material for dealer use including the Good 'n' Tasty Treat of the Month posters, specially designed dealer packages, direct mail literature and point-of-sale displays. A regular business paper schedule will reinforce the printed material.



All advertising and promotion work is being handled by Interstate's newly appointed advertising agency, Cavanaugh Morris Advertising of Pittsburgh, a division of Advertising Agency Associates, Chicago.

### SCHAEFER CONFERENCE HELD

Two new district factory representatives, E. R. Moesle and W. Gordon Wright, attended the recent sales school and conference held by Schaefer, Inc. for all the field sales personnel at the factory in Minneapolis.

Mr. Moesle represents the company in Pennsylvania, New Jersey and Delaware with headquarters in Harrisburg. Mr. Wright's headquarters are in Atlanta, and he handles sales contacts in Tennessee, Alabama, Mississippi, Georgia and Florida.

"Schaefer, Inc. has spent several months in market studies, designing, engineering and tooling," B. W. Hanson, Schaefer President, told the men, "and the 1950 Schaefer line is definitely the finest, most beautiful and the most extensive line we have ever produced. Four chest models (with increased dipping capacity) for replacements, four extra capacity models for maximum storage and dipping use, our open top merchandiser and four Clear-view glass top merchandising cabinets along with three sizes of Pakaway home freezers — sixteen different cabinets in our line!"

A. H. Rose, Schaefer Vice President in charge of Sales left the factory soon after the conference to conduct regional presentations of the cabinets and to coach distributing organizations on the new line. Mr. Rose states that while changes in appearance and capacity have been made and three new models have been added to the line, no functional construction or operating changes whatsoever have been made.

### SWIFT POSTER HONORED

A Swift Ice Cream poster, seen by millions of Americans on more than 700 Billboards across the country the past year, has been selected for exhibition at the American Fair to be held in Osaka, Japan, during 1950.

The fair is being held as a part of the plan to help show the Japanese the American way of life. General MacArthur, supreme commander for the Allied powers in Japan, has asked the re-orientation branch of the army to assemble exhibits and display materials to represent various phases of American life and portray various types of American products.

Carlos Moseley, chief of the fine arts and exhibits section of the New York field office for the re-orientation branch of the army, is making the selection of materials for the exhibition and the Swift's Ice Cream poster was selected in consultation with Outdoor Advertising, Inc., from thousands of billboards.

The Swift poster selected was prepared by Needham, Louis and Brorby, Inc. of Chicago, advertising agency for Swift's Ice Cream and other Swift products. It features a tempting illustration of Swift's black raspberry ice cream, and at a single glance tells much about American food habits and preferences.

## KELVINATOR FILM EARNS AWARD

A national honor award for "speaking up for freedom" was presented to the Kelvinator Division of Nash-Kelvinator Corporation on February 3 at a luncheon meeting of the Adcraft Club of Detroit.

Charles J. Coward, Kelvinator Merchandising Manager, accepted the gold medal award from Kenneth Dale Wells, Executive Vice President of Freedoms Foundation, Inc.

The award was won by Kelvinator for its full-color, 16-mm documentary motion picture, "Of This We Are Proud." The medal is one of several offered for the first time this year by Freedoms Foundation to individuals and organizations for outstanding contributions to the American way of life.

Produced in 1948, the Kelvinator film has been shown to an estimated audience of 3,000,000 people. It is a 22-minute review in dramatic form of the high points in the growth of the United States, and includes views of historic landmarks throughout the nation.

## DUNCAN HINES ICE CREAM DUE

Hines-Park Foods, Inc., Ithaca, New York, has announced that it will soon franchise ice cream manufacturers to market a deluxe quality ice cream under the Duncan Hines label.

The food firm, which was incorporated recently with an authorized capitalization of \$250,000, is now marketing a line of nearly fifty food products through more than 1,000 outlets in New York, New Jersey, Massachusetts, Maryland, North Carolina, Indiana and Illinois.

Under the franchise plan, manufacturers in all parts of the country will be able to merchandise ice cream prepared according to formulas prepared by Hines-Park and strict quality controls will be a part of the program.

Officers of the corporation are Roy H. Park, Ithaca, President; Frederick B. Bryant, Ithaca, Secretary; and Arthur F. Croner, Ithaca, Treasurer.

## BORDEN EMPLOYEES SET SAFETY RECORD

New all-time safety records were set last year by The Borden Company's 30,000 employees in the United States and Canada, according to the annual safety report just issued by the company.

Of more than 500 plants and branches reporting, eighty-five had perfect safety records with no employee injuries or vehicle accidents. In addition, 160 finished the year without a personal injury and forty-six had no vehicle accidents.

More than 95 per cent of the company's employees finished

1949 without a single lost-time personal injury accident. The personal injury rate was 16.36 per million hours worked, a five per cent improvement over the previous record low set in 1948.

## ICE CREAM ON THE AIR

During one of the Ice Cream Merchandising Institute's Training Schools held recently in Washington, D. C., an interesting "extra-curricular" activity gave ice cream some gratifying publicity.

Through the courtesy of the Hotel Blackstone, at which the students of the schools are lodged, four members of the class were interviewed over WMAL, a Washington radio station.

Arnold M. Berman, Borden Company, Everett, Massachusetts; Ned J. Dowling, Foremost Dairies, Inc., Jacksonville, Florida; Lawrence W. Farnham, Vandervoort's Inc., Fort Worth Texas; and Leonard H. Heller, Jr., Northland Milk & Ice Cream Company, Minneapolis, Minnesota were selected for the interview.

They mentioned ice cream's place in the dairy industry; ice cream in one of the "basic seven" food groups; challenged and refuted the "ice cream is fattening idea"; and presented other facts favorable to ice cream the food, and to the industry which produces it.

## BEATRICE FOODS HEAD OPTIMISTIC

C. H. Haskell, President of Beatrice Foods Company, stated recently that profits of the company for the fiscal year ended February 28, 1950, will equal or exceed those for the previous year. Mr. Haskell spoke in the Hotel Waldorf-Astoria in New York City at a regional meeting of stockholders with about 300 shareholders present.

Sales for the ten months ended December 31, 1949 aggregated \$160,762,000, against \$164,078,000 in the like period of 1948, or a decline of 2 per cent he said. However he went on, unit sales in January were about 6 per cent ahead of January, 1949. Therefore, indications are that earnings for the recent fiscal year were as good or better than in the previous year, he added.

"We are handling more volume for a little less money because the average price of dairy products is less than in the year before" Mr. Haskell said. He estimated that thirty per cent of total sales for the year just closed represented sales of fluid milk and cream twenty-five per cent; butter seventeen per cent; ice cream business, sixteen per cent; products other than dairy, such as frozen foods, cold storage, specialty foods and services, and poultry and eggs seven per cent.



**NESTLÉ'S**  
**RUNKEL'S**  
**CHOCOLATE FLAVORS**  
**COCOAS**  
**The Greatest Taste**  
**in Chocolate**  
**LAMONT, CORLISS & COMPANY**

60 Hudson St., New York 13, N. Y.  
Branches in Principal Cities



**QUALITY**

is no accident. It takes the right combination of materials and know-how. Add to that "mix" the right vanilla, custom built to please consumer tastes, and you can't miss!

Write us and get acquainted with **BECK'S** good Vanillas

**BECK Vanilla Products Co.**  
EAST ST. LOUIS, ILLINOIS



people

#### KELVINATOR NAMES TWO

Appointment of Lowell G. Collins as sales promotion manager, and L. Jack Gage as commercial advertising manager has been announced by J. C. Bonning, advertising manager of the Kelvinator Division of Nash-Kelvinator Corporation.

Mr. Collins joined Kelvinator in 1946, as commercial advertising manager, following three years' wartime service with the U. S. Navy. Before the war he served in advertising and sales positions with Sears, Roebuck & Co., Chicago, Ill.; B. F. Goodrich Rubber Co., Akron, O.; and the Wincharger Corp., Sioux City, Ia.

Mr. Gage has been with Kelvinator twenty-four years, in the service and advertising departments. He has been technical copy supervisor with the advertising department since 1944.

Both men reside in Plymouth, Mich., Mr. Collins at 1103 Penniman and Mr. Gage at 9958 Wayne Road.

#### DERBY TAKES LEAVE OF ABSENCE

Elmer G. Derby, Manager of Bulk Sales for the Walter Baker Chocolate and Cocoa Division of General Foods, is taking a leave of absence to recover his health which has been seriously affected by overwork. It is expected that Mr. Derby may be away from his desk for two or three months.

Daniel E. Hegarty, Assistant to the General Manager, has been appointed Acting Bulk Sales Manager of the Dorchester, Massachusetts firm.

Mr. Hegarty has been connected with the Walter Baker Division for ten years, holding the position of Controller and later as Assistant to C. H. Gager, Operating Vice President of General Foods. Mr. Hegarty returned to Dorchester in 1948 as Assistant to the General Manager.

#### SUTHERLAND NAMES TWO

Sutherland Paper Company has recently assigned A. C. Wade to a newly created Texas territory, with headquarters in San Antonio.

Mr. Wade has completed an extensive sales training program since joining the Sutherland Sales force. Prior to that he had sales experience with Harvey Paper Products Company, Budd Wheel Company, American Boxboard Company, Utilities Equipment Company, as well as being in business for himself as a paper manufacturer's representative.

Lawrence Russell has recently completed an extensive sales training program and has been assigned by the Sutherland Paper Company to the newly created sales territory consisting of the entire State of Florida.

Prior to joining the Sutherland sales force Mr. Russell had sales experience with the Atlas Press Company and Power King Tool Corp.



LAWRENCE RUSSELL



A. C. WADE



## DREW ANNOUNCES PERSONNEL CHANGES

E. F. Drew & Co., Inc., of New York City, has announced a number of changes in the sales territories of its Dairy and Special Products Division.

Aaron Redding has been appointed Field Sales Supervisor for the Eastern States. He will continue to represent the company in the New England States.

The territory under the direction of Robert P. Boynton, District Sales Manager, has been extended to the Southwestern States, which will be covered by Howard T. Jensen. Gilbert Miller will cover the States of Iowa and Minnesota.

Stuart N. Knadler will represent the division in Ohio and parts of Indiana and Kentucky. John Gugelman will cover parts of Maryland and Pennsylvania. Neil Tanis will be responsible for the rest of Pennsylvania and the State of Virginia.

The Drew Company announced that these changes are the result of the recent expansion in sales and services of this division. Representation in the States other than those noted above will be continued on their present basis.

Ray Peasback, manager of the company's Dairy and Special Products Division, has announced that the sales office of the division has been moved to the general headquarters of the company, at 15 East 26th St., New York City.

## JOHN L. STRASSNER SUCCUMBS

John L. Strassner, territorial representative of Cherry-Burrell's Pittsburgh Sales Branch, died February 17.

Mr. Strassner was born sixty-three years ago in Lewisburg, Pennsylvania, and lived practically his entire life in Western New York and Western Pennsylvania. He was a graduate of Bucknell Academy and attended Bucknell University for three years. He joined the Cherry-Bassett Company on July 1, 1924, and had a wide acquaintance in the dairy industry both among processors and suppliers.

Mr. Strassner is survived by his wife, Margaret. There were no children. Funeral services were held on February 20.

## CLAUDE B. WELLS JOINS BORDEN'S

Claude B. Wells has joined the Borden Company as Chief of Technical Service to the ice cream and dairy industries for the firm's Whitson Products Division. This was announced by G. H. Stuart, General Manager of the Division.

For the last two and a half years, Mr. Wells has been Technical Director of the Rochester Dairy Cooperative, Rochester, Minnesota. Prior to that, he served four years as Assistant Director of the Sanitary Standards Evaporated Milk Association in Chicago. At one time, he was employed by the United States Department of Agriculture.

In his new position, Mr. Wells' headquarters will be located in the New York City office of the Borden Company.

## DIXIE CUP CHOOSES SALES MANAGERS

Dixie Cup Company, Easton, Pennsylvania, announces the appointment of A. H. Pickup and J. R. Bennett as regional sales managers.

Mr. Pickup, who has left his post as Philadelphia sales office manager in order to take over the position of regional manager of the South Central Region, has been with the Company since 1939. He is making his new headquarters in Fort Smith, Ark.

Mr. Bennett, who was until recently Dixie food container representative in the South Atlantic region, is now sales manager of that region and is making his headquarters in Darlington, S. C. He has been with the Company since 1933.

## JOE EICHBERG ORGANIZES NEW COMPANY

Joe Eichberg, President of the American Lecithin Company, has announced the organization by him of a new company, Integral Products, Inc., to specialize in supplying quality ingredients to the food industry. Mr. Eichberg, who has occupied his American Lecithin post for the last fifteen years, is returning to New York after a year and a half in Mobile, Alabama.

## J. B. WILLIAMS IS DEAD

J. B. Williams of the Williams Dairy, Ottumwa, Iowa, who has been active for many years in the Iowa Milk Dealers' Association, died February 3.

Mr. Williams was sixty-one years old. In 1928 he moved to Ottumwa to manage the Swift plant and in 1934 he started his own dairy in Ottumwa and expanded it to have several retail stores besides the central processing plant.

## PURE CARBONIC APPOINTS VICE-PRESIDENTS

Pure Carbonic Company, a division of Air Reduction Company, Incorporated, has appointed four new vice-presidents, according to an announcement made recently by E. R. Lawrence, President. A. J. Granata was made Vice-President in charge of operating and engineering; L. F. Kilmarz, Vice-President in charge of sales; E. C. McClintic, Vice-President in charge of traffic; and S. B. Stouffer in charge of distribution.

All four of these men have been associated with Pureco and the Air Reduction organization for many years. They will continue to have their headquarters at the company's general office, 60 E. 42nd Street, New York 17, N. Y.

## Clinton's DRIED CORN SYRUP

(Dextrose — Maltose — Dextrins)

### For Controlled Quality Ice Cream

● Commercial use has proven Clinton Dried Corn Syrup far superior in producing quality ice cream of improved consistency and richer, smoother eating qualities. Its bland character enhances and preserves flavors. That's why ice cream made with Clinton Dried Corn Syrup is of such uniform high quality.

# CLINTON

CLINTON FOODS, INC., CLINTON, IOWA

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to take your troubles to* **American Food's  
TASTE AND TEXTURE CLINIC**

**Dedicated to the improvement of your products and lower production costs**

**American Food Laboratories, Inc., 660 Atlantic Avenue, Brooklyn 17, N. Y.**

#### **LOFGREN HEADS SWIFT PLANT**

C. R. Lofgren, former manager of Swift & Company's ice cream plant at Hampton, Va., has been named manager of the new plant recently purchased by the company at Woodbridge, New Jersey. A. C. Moysey, head of the Swift ice cream division, announced recently.

Formerly operated by the Clover Green Dairies, the new Swift plant at Woodbridge is one of the most modern in New Jersey. The present plant was completed in 1947 and includes facilities for a full line operation. It consists of a large one-story building equipped with latest type machinery suitable for manufacture of bulk, package and novelty ice cream products.

Swift will operate a fleet of seven trucks at the plant, Mr. Moysey reported, and carry an average of approximately seventy-five people on the payroll. The plant will continue to serve customers throughout the Woodbridge and surrounding trade areas.

Mr. Lofgren has been associated with Swift since 1929 when he was employed as a salesman at LaCrosse, Wisconsin. He served in various sales capacities at company units in St. Paul, St. Louis, Pittsburgh and Chicago during the following fifteen years and was named manager at Hampton in 1945.

#### **NEW MORRIS PAPER SALESMAN**

Richard A. Gundrum, son of Dave Gundrum, has joined Morris Paper Mills in the capacity of salesman in the Ice Cream Can Division. He will contact the ice cream manufacturers in the eastern territory which Dave Gundrum has covered for many years.



PICTURED ABOVE are sales representatives and factory personnel who attended Frigid-Freeze Factory Sales Meeting held recently in Albion, Michigan, plant of Refrigeration Corporation of America. From left to right: Danny Giannetti, New York; Rufus Vaughn, St. Louis; Edward R. Legg, President, Refrigeration Corporation of America; John Lonergan, Albion; Dick Thibaut, Chicago; Elwood Haxie, Boston; Mack Lambeth, Chicago; Karl Panitz, Plant Manager; Floyd Marx, St. Louis; S. J. Lonergan, President, Lonergan Mfg. Company; Jack Ernst, Philadelphia; J. M. Fitzgerald, Advertising Manager; Elwood Kline, Chief Engineer; Earl Quick, New York State and Jim Wilkinson, Service Manager.

#### **McHALE APPOINTS WATZ AND NUSS**

McHale Manufacturing Company of Los Angeles announces two appointments in its line-up of personnel with the upgrading of William H. Watz (left, in photo) from Sales Manager to Vice-President and of Albert G. Nuss from Office Manager to Comptroller (right, in photo).



Announcement came on the heels of McHale's recent market expansion into the Gulf and southeastern states and addition of a night shift to the accelerated production program of this stainless steel engineering and dairy equipment manufacturing concern, which was established in 1922.

Mr. Watz is well known in the field for his sales pioneering for McHale, with whom he has been associated since 1937. His experience prior to joining McHale was with the State of California.

Albert G. Nuss, whose new duties will be to coordinate the company's growth in service to the dairy industry, took his business administration training at Kansas State University. Subsequent accounting experience led to his service as auditor of organization funds with the U. S. Army, Inspector General's Department, and, from 1935 to 1942, as farm loan examiner and farm property supervisor. Before joining McHale, Mr. Nuss was comptroller of a drug company chain.

#### **HURTZ BECOMES FAIRMONT CHAIRMAN**

L. E. Hurtz, since 1940 President of Fairmont Foods Company, Omaha, Nebraska, became Chairman of the Board in a recent change of officers. D. K. Howe, who started with Fairmont in 1919 as a clerk, succeeded Mr. Hurtz. Mr. Howe had been Executive Vice President and is a director of the company.

Mr. Hurtz is a director of Chicago a North Western Railway Company, Omaha National Bank, and Lincoln Telephone and Telegraph Company. He is a past chairman and director of the Omaha branch of the Federal Reserve Bank of Kansas City.

**\*No charge for any of the following services:**

- (a) Analyses and new product development
- (b) Reformulation of your product and its ingredients
- (c) Practical application of latest scientific progress
- (d) Advisory service on the use of the following tested and approved products



**TASTE AND TEXTURE  
CLINIC**

**FLAVORS**

Vanilla Extracts and Powders  
Pure Coffee Concentrate  
True and Synthetic Fruits

**STABILIZERS**

Formula S-233  
STA-YEL for Ice Cream  
STA-YEL for Fruits

**EMULSIFIERS**

MARCOID (Liquid)  
WILCOID (Powder)  
CONCENTRATE "A" (Plastic)

Also **FOOD SPECIALTIES** such as VEL-MARSH Marshmallow Powder

**AMERICAN HOME FOODS APPOINTS REPLOGE**

Homer Replogle has been promoted to the newly-created position of Vice-President in charge of trade relations of American Home Foods, Inc., according to Warren Tingdale, Vice President in charge of sales and advertising. Mr. Replogle also has been elected a director and member of the executive committee of the company.

"Lawrence J. Sauers, Jr.," said Mr. Tingdale, "has been promoted from Eastern regional manager to national sales manager of American Home Foods, Inc. Mr. Sauers thereby assumes some former responsibilities of Mr. Replogle. In his new position Mr. Sauers will direct field sales, personnel, and selling operations for all grocery products of the company.

"Everett B. Allen," continued Mr. Tingdale, "has been promoted from sales control manager to merchandising manager of American Home Foods, Inc. In this new capacity Mr. Allen will head the merchandising planning committee and coordinate merchandising of all grocery products of the company."

**WILBUR HASEMAN DIES**

Wilbur Haseman, Pittsburgh District Manager for Lily-Tulip Cup Corporation, died on January 23 at the age of fifty after a short illness. Mr. Haseman had been district manager of the Company's western Pennsylvania territory for many years and his work and contribution to the cup and container industry had earned for him a national reputation.

Starting his career as a salesman with Lily-Tulip in April of 1927, Mr. Haseman soon became district manager of the Pittsburgh territory and, with the exception of a short period in 1946-47 when he was transferred to the Company's Pacific Coast Division, he remained in this capacity until his death.

According to Frank Roche, Lily-Tulip Sales Manager, Llewellyn Williams, who has been working as a sales assistant in Pittsburgh, has been appointed Acting District Manager of their western Pennsylvania territory, under the direction of Roy Davenport, Eastern Division Manager.

**LUCAS IS BASTIAN-BLESSING VP**

Lawrence N. Lucas has been appointed Vice-President of The Bastian-Blessing Company of Chicago, according to an announcement made by President Lewis G. Blessing, following a recent meeting of the company's board of directors. Mr. Lucas has been associated with The Bastian-Blessing Company for thirteen years, the past six years of which he has served as sales manager of the company's Soda Fountain Division, a position which he continues to hold. Mr. Lucas also is currently serving as the chairman of the Executive Committee of the national Soda Fountain Manufacturers Association.



L. N. LUCAS

**NEWLY WEDS APPOINTS ABBOTT**




C. C. ABBOTT  
Charles Gate W., Boston, Massachusetts.

Due to "the increase in Ice Cream 'n Cake Roll sales throughout the country," C. C. Abbott has been appointed special field representative for Newly Weds Baking Company, makers of cake for the cake rolls.

Mr. Abbott is to work with ice cream companies in setting up production and is to assist them in working out sales and merchandising plans.

His headquarters will be at the Canterbury Hotel, 14



again in '50

the SWING is to **SAVAGE**

ICE CREAM CABINETS

Look on  
**PAGE 3**  
and find  
out why!

## MORSE DECALS NAMES OLSON

Morse Decals, Inc., with main offices in Los Angeles, California, has opened a New York city office. B. C. Olson has been named to represent the decalcomania firm in the New York area.



B. C. OLSON

Houston, Kansas City and Salt Lake City.

In making the announcements, Robert B. Morse, President of the firm, said that the New York address is 516 Fifth Avenue. The phone number of the new office is MUrray Hill 7-8435.

Other offices of the company are located in San Francisco, Seattle, Denver, Tulsa, Dallas,

## NEW REPRESENTATIVE FOR UNITED-AMERICAN

J. E. Engel has been appointed as representative in the Boston area for the United-American Soda Fountain Corporation of Watertown, Massachusetts. Mr. Engel is a veteran of twenty-one years in the industry.

## VIRGINIA DARE APPOINTS KELLERHALS

Henry A. Kellerhals has been appointed Assistant Vice President of the Virginia Dare Extract Company. Mr. Kellerhals has grown up in the flavor business, having joined the Extract Company twenty-four years ago.



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Dimensions: 6'6" long x 4'2" wide x 4'4" high above chassis frame. Self-Contained (Freon) Capacity: Approximately 200, 9" x 4" x 7" cartons.

Regardless of Capacity or Chassis, you will find Greater Value, Convenience and Economy in Bodies by Amerio.

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Self-Contained — Dry Ice — Ammonia



REFRIGERATING EQUIPMENT CO., INC.  
118-36 Forty-Fifth St. Union City, New Jersey

"Serving The Better Buyers"

REPRESENTATIVE TRUCK BODIES

DRY ICE EQUIPMENT

REPRESENTATIVE REFRIGERATED EQUIPMENT

## BACK TO PRODUCTION LINES

With "ice cream weather" approaching, many of the nation's leading ice cream manufacturers were heading back to plants and offices after restful vacations as March winds made their 1950 debut.

Among those who recently returned to thoughts of vanilla, chocolate and strawberry were Louis Carliner, President of the Bettar Ice Cream Company of Baltimore, Maryland, who had been in Haiti; Eddy Tenin of the Tenin Ice Cream Corporation of New Haven, Connecticut; and Morris Lindauer, President of the Blue Ribbon Ice Cream Company of New York City, both of whom enjoyed many mild moments under the Florida sun.

All are looking forward to a "sunny" ice cream season—in more ways than one!

## NEW MOJONNIER WEST COAST APPOINTMENT

Lee P. Bickenbach has been named a sales engineer for Mojonnier Bros. Co., Chicago manufacturer of dairy processing equipment. He joins the company's Los Angeles office, where he will work with Robert W. Mojonnier.



LEE P. BICKENBACH

A graduate chemical engineer, Mr. Bickenbach recently had been with the Winckler-Smith Citrus Products Company of Anaheim, California. Previously, for three years, he had been the chief chemist at Mission Orange de Mexico, S. A., Veracruz, the largest citrus juice processor in Mexico.

During the recent war, Mr. Bickenbach served as aircraft maintenance officer aboard a navy carrier, having spent two and a half years before in the engineering department of the Lockheed Aircraft Corp.

## ODELL JOINS FOUNTAIN DISTRIBUTORS

B. R. (Burt) Odell has joined the sales staff of the Ohio Soda Fountain Equipment Company of Cleveland, distributors of Bastian-Blessing fountain-luncheonettes. For the past five years Mr. Odell has been associated with Fairmont Foods of Cleveland, and he will continue to make his home in that city, working out of the Ohio Soda Fountain Equipment Company's home offices at 1224-26 Ontario Street.

Mr. Odell brings to his new connection broad and varied experience in the ice cream field in which he has worked for fifteen years. While in the employ of the Producers Ice Cream Company in Cleveland, his duty was the opening of new retail stores. He also has managed ice cream stores in the Pittsburgh area for Islay Dairies, Inc.

W. E. Kleinhans, who owns the Ohio Soda Fountain Equipment Company, in announcing Mr. Odell's appointment, stated that his talent and experience are now at the service of fountain operators and ice cream manufacturers in the Cleveland trading area.



## STALEY APPOINTS TWO

Appointment of two new representatives of the industrial sales division has been announced by A. E. Staley Manufacturing Company, Decatur, Illinois, which markets a complete line of industrial products made from corn and soybeans. The men and their territory assignments are:

Paul H. Prentiss of 1608 Courtland Avenue, Park Ridge, Ill., formerly with American Maize Products of New York, will work in Chicago and the Mississippi Valley states as a special sales representative.

Ronald W. Murphy of 1248 34th Avenue, San Francisco, who formerly was in the food brokerage business there, will have the West Coast as his territory.

## JAMES W. WHITE DIES

James William White, former Secretary-Treasurer of the Purity Ice Cream Company, Brookhaven, Mississippi, died in Columbia, Mississippi, on February 15. He was fifty-nine years old.

## LEGG TELLS OF PLANT CONVERSION

What is believed to be a record in peacetime plant conversion has been accomplished by Refrigeration Corporation of America, according to Edward R. Legg, President.

Starting in Mid November, the Albion plant, which at that time was producing space heaters, has been completely converted over to the production of ice cream and frozen food cabinets. The first carload of 1950 models was shipped January 31, just two and one-half months from the time reconversion work was started.

It is expected that maximum plant capacity will be reached by April 1, Mr. Legg stated.

Mr. Legg also announced two appointments to sales posts in his organization.

Richard C. Thibaut has been named to a regional sales post for the firm. Mr. Thibaut will represent the Frigid Freeze line in the Southeast area. He has long been identified with the ice cream industry and has been calling on the trade since 1925.

Appointment of Danny Giannetti to handle sales of Frigid Freeze cabinets in Metropolitan New York and North Jersey was also announced.

For some years, Mr. Giannetti has been connected with the ice cream cabinet end of the Refrigeration Industry and has a broad acquaintance in the Metropolitan and New Jersey areas.



TWO NEW appointments to the Frigid Freeze sales force are Danny Giannetti (left) and Richard C. Thibaut.



## MILES TO SUPERVISE FOOD COLOR PLANT



WILLIAM MILES

general food industries. Hilton-Davis has pioneered in the color field for more than twenty-five years.

Mr. Miles, a native of Troy, Ohio, was graduated from Ohio State University as a chemical engineer in 1934. In that same year he became associated with Hilton-Davis, first in the firm's research laboratory, and later in production of basic dyes.

William Miles has been named supervisor in charge of the certified good color plant operated for Sterwin Chemicals Inc., by the Hilton-Davis Chemical Company Division of Sterling Drug Inc., Cincinnati, Ohio. P. Val Kolb, President of Sterwin has announced.

Sterwin markets a complete line of certified food colors under the brand name of "Parakeet" to fruit, beverage, dairy, meat, confectionery and

## MIX EXECUTIVE MOVES OFFICE

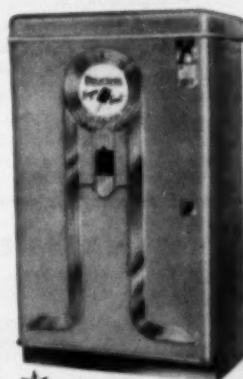
Edward L. Koepnick, Executive Secretary of the National Ice Cream Mix Association, and Charles Mander have announced the removal of their offices to the Bowen Building, 821 Fifteenth Street, N. W., Washington 5, D. C. There they will be associated in the general practice of law before the courts and administrative agencies in the District of Columbia.

## ATLAS "Col Snac" ICE CREAM BAR-ON-A-STICK VENDOR

The ONLY Merchandiser With ALL The Practical Features That Mean Maximum Sales With Minimum Investment!

- No additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejection Standard!
- Quick Loading!
- Right Temperature Always!
- Light Where It's Needed!

- PLUS—big compressor equipped with service valves for on-the-spot service—easily accessible mechanism—stainless steel contamination-proof liners and working parts—many other exclusive features.



Purchasers of 10 or more ColSnac Vendors will get help from Atlas Field Representatives without charge in securing profitable locations.

Write Today!

ATLAS TOOL & MFG. CO. 3147 Natural Bridge Blvd. St. Louis 15, Missouri

### ANHEUSER-BUSCH APPOINTS

The Refrigerated Cabinet Division of Anheuser-Busch Inc., announces the appointment of four new sales representatives.

Ben J. Seccombe will travel in the states of California and Arizona. His business address is Haas Building, 219 West 7th Street, Los Angeles, and he lives at 6701 Alcove Avenue, North Hollywood, California.

John J. Quirk will travel the following territory: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and the eastern portion of New York State except in the greater New York Area. His address is 103 Round Wood Road, Newton, Upper Falls, Massachusetts.

Walter H. Schwab has been assigned the following territory: Iowa, Nebraska, North Dakota, South Dakota, Minnesota and the western portion of Wisconsin comprising the "Twin City" area. His home address is 525 Cloverbrook Lane, Milwaukee, Wisconsin.

Alexander M. Brown will travel the states of Arkansas, Mississippi, Louisiana and the eastern half and southern part of Texas. Mr. Brown plans on establishing his home and headquarters in Texas.

All the above representatives have had long experience in the sale of refrigeration equipment and are well known in their territories.

### MILLER IN RIPLEY'S COLUMN

Dennis G. Miller, President of Miller Dairy Farms, Eaton Rapids, Michigan, received nationwide publicity on February 9 when the late Robert Ripley's famous column "Believe It Or Not" included a likeness of the veteran ice cream man.

Mr. Miller has been eating a pint of ice cream every day for fifty-three years and is still active in the management of the business at the age of eighty.

### WOOD GETS SALES POST

The Des Moines Drug Company, Des Moines, Iowa, distributors of Bastian-Blessing fountain-luncheonette equipment, has added B. F. Wood to its fountain sales staff, according to an announcement of R. B. Shaver, Vice-President.

Mr. Wood, former owner of Woody Refrigeration Company, Des Moines, is well known to fountain operators and ice cream manufacturers in the Des Moines trading area, and is qualified to help them with their problems, Mr. Shaver stated.

He added that his company had enlarged its display of fountain-luncheonette equipment to give operators an opportunity to see the latest designs of fountain units.

### O. V. JACKSON IS DEAD

Otto V. Jackson, President of the Jackson Dishwasher Company of Cleveland, Ohio, died on February 6.

Mr. Jackson had organized the company which bears his name many years ago. He was also an active supporter of the National Association of Retail Ice Cream Manufacturers, and usually attended the annual conventions of that organization.

He is survived by his wife, Mrs. Helen Jackson, and a son, Otto, Jr.



### McHALE NAMES ROSS E. HICKMAN

McHale Manufacturing Company, stainless steel engineers and fabricators of Los Angeles, have entered the southeastern state market. Elmer R. Slavik, McHale vice-president, has just announced the appointment of Ross E. Hickman of Nashville, Tennessee (formerly district manager for Creamery Package) as manufacturer's representative for Arkansas, Louisiana, Mississippi, Alabama, Georgia, North and South Carolina and Florida. This territorial expansion of dairy equipment sales follows closely the addition of the Gulf States to the McHale market in the company's recently accelerated program.

### HUNGERFORD SMITH NAMES TWO

The appointments of Thomas G. Tolman as Technical Director and Laboratory Supervisor and Warren A. Rawson as Traffic Manager have been announced by M. Martin Wahl, President of J. Hungerford Smith Company, Rochester, N. Y.

### HAROLD GOSSEY MARRIES

Harold Gossey, President of Bard's Dairy Stores Company, Pittsburgh, and one-time president of the National Association of Retail Ice Cream Manufacturers, was married to Miss Lucy M. Uecker in Pittsburgh recently. Best wishes of the entire industry are extended to the couple.

You Can Make More Money With



## FRANKLIN VENDING BODIES

★ You get GREATER VALUE, CONVENIENCE and ECONOMY because of FRANKLIN'S years of experience in building quality bodies.

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All Welded Construction • Streamlined Designing  
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## FRIGIDAIRE ANNOUNCES PERSONNEL CHANGES

Three important personnel changes in the Frigidaire Sales organization have been announced by P. M. Bratten, general sales manager, Frigidaire Division, General Motors Corporation.

W. K. Rodgers, formerly in charge of the national business office in New York is now in charge of a new national business office to be opened in Chicago. Mr. Rodgers has been with Frigidaire since 1927. He has served as a service supervisor, sales engineer, district engineer, district representative and, since 1946, has been in charge of the New York national business office.

W. F. Layer, formerly commercial sales manager for the eastern region, replaced Mr. Rodgers in charge of the New York national business office. He, too, has been associated with Frigidaire since 1927. His assignments have included apartment house sales, credit manager, factory national user sales, war products training, and national user sales.

E. R. Correll, formerly commercial sales manager of the Baltimore-Washington branch of the Frigidaire Sales Corporation, became commercial sales manager, eastern region. He has been associated with the company since 1935 as a student engineer, sales engineer, and commercial sales manager. For two years he was employed by the Delco Frigidaire Distributor in Oklahoma City and served five years in the United States Army as lieutenant colonel.

## TWO GET NATIONAL DAIRY RESEARCH POSTS

Dr. Arnold H. Johnson, who has been associated with the research work of National Dairy Products Corporation for the past twenty years, has been named director of research at the Company's Oakdale, L. I., laboratories, it was announced by Dr. Lauren B. Hitchcock, president of National Dairy Research Laboratories, Inc.

Dr. Hitchcock also has announced the appointment of Dr. J. C. Mauer, who has been with National Dairy Products Corporation since 1934, as business manager of the laboratories at Oakdale.

## REINHOLD STRESSES "PUBLIC EDUCATION"

"It is up to us to tell the world we serve about ice cream," Paul E. Reinhold, President of Foremost Dairies, Inc., declared recently in an exclusive statement to this magazine. He said that his company has launched a campaign to tell of the fresh, pure and energizing quality of its ice cream products. "I believe that in so doing we will be making progress with the problem of educating the public as to just how good ice cream really is," Mr. Reinhold stated.

The sternest competition any ice cream manufacturer has to overcome is not that of other ice cream manufacturers in his area, he declared, pointing out that the "promotion of one inadvertently helps all."

"Our immediate concern is the competition from other foods and beverages. Some enjoy a natural price advantage, and are spending millions of advertising dollars to captivate the nation's dollars."

In considering our competition, Mr. Reinhold emphasized, "we must not forget such unrelated items as new homes, cars, television sets, radios and others. A family saddled with installment obligations too often finds itself deprived of a wonderful food it enjoys and needs—ice cream."

There is a real fight on today or a larger share of the consumer dollar, Mr. Reinhold declared. It is not uncommon, he said, to hear on the radio, for example, of big premiums offered; big trade-in values; contests; month's to pay; and trial offers.

## MISTER, YOU'RE IN TROUBLE!

... If you do this every time  
ice cream leaves your plant.

Crossing your fingers can't ward off oxidized tallowy off-flavors in your ice cream,—after it leaves your plant. You've got to protect your ice cream beforehand!



**SO WHY TAKE CHANCES?** Especially when you can protect the original, fresh flavor of your ice cream without adding to cost!

**HOW?** Follow the lead of some of America's foremost ice cream makers: Use \*AVENEX, the well-known food antioxidant. Don't trust to luck — Start using AVENEX!

CALL YOUR LOCAL OFFICE OF

**The Quaker Oats Company**

OR WRITE TO AVENEX CORPORATION  
250 West 57th St., New York 19

*Presumptive of Commercial Food Antioxidants*

**AVENEX**

THE PURE FOOD STABILIZER AND ANTIOXIDANT

Sales messages no longer pull their punches, no longer lower their voices, he pointed out. "They're swinging and screaming and they're hurting us," he said.

"Naturally, I do not advocate the giving away of a seventeen-jewel watch with every gallon of ice cream. But I do believe that we in the ice cream business must promote our product and do so consistently."

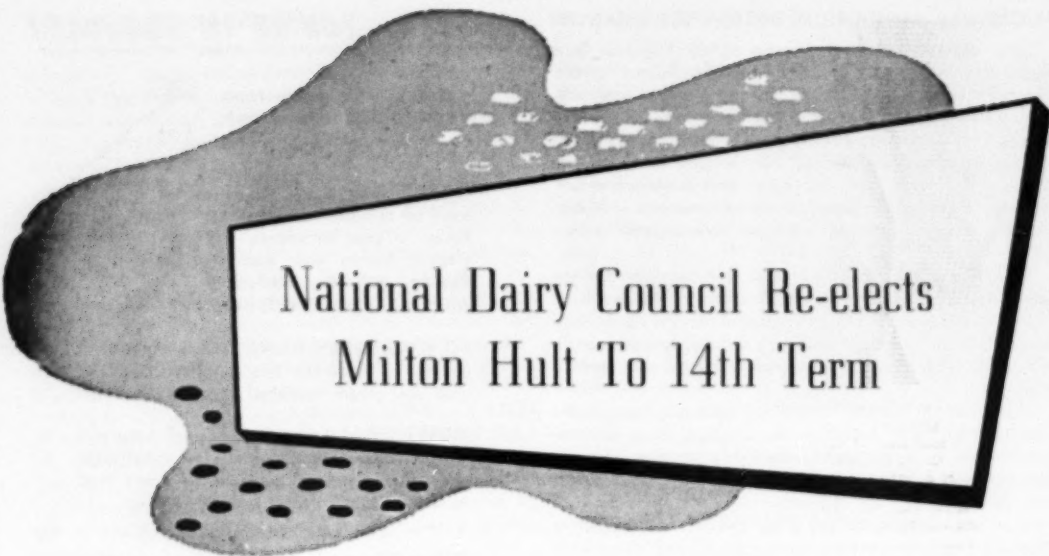
It is Mr. Reinhold's opinion that too many people think of ice cream as a luxury... classify it only as a dessert... in the same category as cake or pie or rich puddings.

"We, the manufacturers, are at fault for not changing this attitude," he asserted. "We have failed to inform the public that ice cream is actually one of the best balanced foods that has ever been concocted."

Mr. Reinhold posed this question: "Does the public know ice cream is highly nutritious, that it contains many of the essential vitamins, that it is very easy to digest?" His answer: "Unfortunately, no."

It is up to the ice cream manufacturers to spread the gospel of ice cream, Mr. Reinhold said. "Children need it for energy. And show me a tired housewife or business man who doesn't 'pick up' in energy after a refreshing dish of ice cream."

"We know all this. Therefore, public education is a job for all of us, individually and collectively. An aggressive industry-wide campaign is our best means of coming out on top in the present mad scramble for the consumer dollar."



## National Dairy Council Re-elects Milton Hult To 14th Term

**F**OR the 14th consecutive year the Board of Directors of the National Dairy Council, Chicago, re-elected Milton Hult President, at its 35th Annual Meeting-Winter Conference at the Hotel La Salle in Chicago January 25 and 26.

Other officers elected to serve during 1950 are: First Vice-President, Ridgway Kennedy, Jr., Abbotts Dairies, Inc., Philadelphia Pa. who replaces Ken Geyer, Connecticut Milk Producers Association, Hartford; Second Vice-President, B. F. Beach, Michigan Producers Dairy Company, Adrian who succeeds Ridgway Kennedy Jr., Abbotts Dairies, Inc., Philadelphia, Pa.; Secretary, Carl A. Wood Cherry-Burrell Corporation, Chicago, who replaces Wilbur Carlson, A. O. Smith Corporation, Milwaukee, Wis.; Treasurer, George E. Wallis, Creamery Package Manufacturing Company, Chicago, re-elected; and Assistant Secretary-Treasurer, Miss D. M. Raffel, NDC, re-elected.

Industry executives from sixteen states will serve as members of the Board of Directors of the National Dairy Council, Chicago, for 1950. Five are serving their first term. They are as follows:

George F. Christians, Sr., President of the H. C. Christians Company, Johnson Creek, Wisconsin; K. M. Royer, President of the Purity Cheese Company Mayville, Wisconsin; J. Duane Dungan, President of the Polk Sanitary Milk Company, Indianapolis, Indiana; Lynn F. Jennings, President and General Manager of the Dairyman's Ohio Farmers Milk Company, Cleveland; and George D. Scott, Sales Manager of the Pure-Pak Division of the Ex-Cell-O Corporation, Detroit, Michigan.

Speakers on the conference program were G. W. Shadwick, Chief, Quality and Control Laboratories, Beatrice Foods Company, Chicago; W. E. Krauss, Associate Director, Ohio State University Agricultural Experiment Station at Wooster; Leland Spencer, Professor of Marketing, Cornell University, Ithaca, New York; Alfred P. Haake, Consultant to General Motors Corporation, Park Ridge, Illinois; Milton Hult, President, National Dairy Council, Chicago; and Dr. Dexter Keezer Director of Business Economics, McGraw-Hill Publishing Company, New York City.

### Koch Heads Ohio Association

Irving Koch, Vice President of the Borden Dairy & Ice Cream Company, Columbus, will serve as President of the Ohio Dairy Products Association through 1950. His election in January by the Association Trustees in their annual re-organization meeting marks the first time since 1944 that a representative of the Borden Company has been named to the "top job" in the organization. He had previously served as President of the Ohio Milk Products Manufacturers, Inc., and on the Board of Trustees of the Association.

Twenty-eight Board members of the four branch organizations of O.D.P.A. attended Tuesday's meeting in Columbus, and the following additional officers were elected: President of Ohio Milk Distributors Association, William Funke, Hyde Park Dairy Company, Cincinnati; President of Ohio Ice Cream Manufacturers Association, A. C. Routh, Jr., Esmond Dairy Company, Sandusky; President of Ohio Butter Manufacturers Association, Ralph Gillam, Cottage Creamery Company, Orrville; President of Ohio Milk Products Manufacturers, Inc., Charles A. Hilt, Pet Milk Company, Fremont; and Treasurer of Ohio Dairy Products Association, C. T. Alexander, M. & R. Dietetic Laboratories, Inc., Columbus.

### Massachusetts Courses Held

The 1950 Short Courses of the University of Massachusetts were held from January 23 to February 3 on the Amherst campus, under the direction of Dr. D. H. Nelson. Capacity enrollments were handled, with twenty-nine registrants for the first week and thirty-three for the second. Laboratory work included the manufacture of ice cream mix, freezing of ice cream, fancy ice cream decorating, and the testing of ice cream and ice cream ingredients. Nine guest speakers from the industry and supply firms discussed various manufacturing problems.





EXECUTIVE COMMITTEE of the Maryland-D.C. Dairy Technology Society was photographed at the group's February meeting. From left to right are Dr. C. W. England, C.Y. Stephens Industries, Washington, Secretary; Henry E. Roberts, Mt. Ararat Farms, Port Deposit, Maryland, President; and Paul Hammond, Delvalle Dairies, Baltimore, Vice-President. Not present when the photo was snapped was Past President P. E. LeFevre, Chistnut Farms-Cherry Chase Dairy, Washington.

## Fistere Discusses Drug Act

Charles M. Fistere interpreted various aspects of the Federal Food and Drug Act during the February meeting of the Maryland-D.C. Dairy Technology Society, held in the Hotel Stafford in Baltimore. His talk was followed by a lively discussion concerning recent rulings based on the Act which affect the dairy industry. More than eighty persons attended the meeting.

## Quality Chekd Elects Atkinson

Election of Fred Atkinson, Evansville, Indiana, as Executive Vice President of the Quality Chekd Ice Cream Association has just been announced by the association's headquarters in Chicago.

Mr. Atkinson, Vice President of the Ideal Pure Milk Company, Evansville, has been a member of the association's Board of Directors. In his new position, he also assumes the chairmanship of the Quality Chekd Other Dairy Products Committee. He has had broad experience in both the ice cream and the milk business and has been active in state and regional dairy associations, in addition to his work with Quality Chekd.

New chairman of the Advisory Advertising Committee of Quality Chekd is Lester A. Perkins, sales manager of the Armstrong Ice Cream Co., Wichita, Kansas. He replaces Vince Orear, sales manager of the Ideal Pure Milk Co., Evansville, Ind., who recently resigned the committee chairmanship because of ill health.

Mark Fuller, sales manager of the French-Bauer Ice Cream Co., Cincinnati, Ohio, was elected to the association's board of directors replacing Robert Touton, whose term had expired.

Mr. Touton, owner and operator of the Shurtleff Ice Cream Co., Janesville, Wis., had served on the board since the founding of Quality Chekd in 1944. During the past year he has been Executive Vice President, with Fred Atkinson now stepping up to that post. Mr. Touton had requested that he not be re-nominated, stating that he was happy to have had a hand in

guiding the Association to its present stature. He felt, however, that because of the democratic conception of Quality Chekd, other members should step into the board to guide its destiny.

Mr. Fuller has been in the ice cream business in Cincinnati all his life. In addition to his work with Quality Chekd, he had been active in the affairs of the International Association of Ice Cream Manufacturers for a number of years.

Other members of the board of directors, reelected for 1950, are: Irving B. Weber, Sidwell Ice Cream Co., Iowa City, Iowa, President; A. R. Loomis, Fort Dodge Creamery Co., Fort Dodge, Iowa, Executive Vice President; P. Carver, Carver Ice Cream Co., Oshkosh, Wisconsin, Secretary; T. L. Potter, Potter Ice Cream Co., Waterloo, Iowa, Treasurer; C. A. Carver, McDonald Ice Cream Company, Ann Arbor, Michigan, Director.

## 500 Attend New Mexico Course

More than 500 people from fourteen states and four foreign countries — England, Mexico, Peru, and Lebanon — attended New Mexico A&M's first annual dairy course at the State College campus from January 23 to 25. The annual meeting of the American Dairy Association of New Mexico was held in conjunction with the short course. Co-sponsors of the short course were the A&M dairy department, the New Mexico Extension Service, and the State Dairy Commissioner.

Twenty-eight speakers, representing all branches of the dairy industry, were on the program. They discussed the problems of dairying in all its aspects, from the manufacture of milk in the cow to delivery of the finished product to the housewife's doorstep.

# Strawberry Contracts

## Another STANDARD First!

- We are now accepting contracts for Strawberry Ribbon for variegated ice cream. *Monthly deliveries are guaranteed to you throughout the year.*
- Save warehouse expense, cartage and inventory carrying charges.
- Wire collect.

The **STANDARD**  
FRUIT PRODUCT COMPANY  
208 - 210 MAIN STREET, CINCINNATI 2, OHIO

## Wisconsin Confab Set For March

A large attendance is expected at the Dairy Manufacturers' Conference to be held at the University of Wisconsin on March 23 and 24. Key talks will be given by W. C. Winder of the school's Department of Dairy Industry, and by R. A. Simonet, Robert A. Johnson Company. Additional information is available from Professor H. C. Jackson, of the institution's Department of Dairy Industry, Madison, Wisconsin.

## Howard Grant Talks To Carolinians

An ice cream conference to mark the end of North Carolina State College's 1950 Short Course was held on the State College campus March 3. Speakers during the conference included Julian E. White, White Ice Cream Company, Raleigh; C. D. Dahle, Technical Editor of *ICE CREAM FIELD*; E. H. Forster, Cherry-Burrell Corporation, Chicago; Rex Paxton, Sutherland Paper Company, Kalamazoo, Michigan; G. E. Davis, Southern Dairies, Inc., Washington, D. C.; and M. B. Moseley, North Carolina State College.

Howard B. Grant, Publisher of *ICE CREAM FIELD*, was the speaker at the annual banquet. He contributed some decisive pointers on merchandising of ice cream. He was introduced by D. W. Colvard, Head of the college's Department of Animal Industry.



L. A. VAN BOMEL (left), president of National Dairy Products Corporation, presents a gold wrist watch to A. J. Dreux, president of Rieck-McJunkin Dairy Company when he became a member of Rieck's Quarter Century Club. Mr. Dreux, who has twenty-eight years' service, was among 257 employees who were honored at the charter dinner meeting of the club in Pittsburgh.

## Rieck-McJunkin Dinner Held

Farmers received 56½ cents, and workers 22 cents of every consumer's dollar received last year by the Rieck-McJunkin Dairy Company, while profits were less than 3 cents. These figures include the Erie County Milk Association (Ecoma), and Hoffman Division, subsidiaries of Rieck-McJunkin.

This breakdown of the consumer's dollar was disclosed recently for the first time at a dinner in Pittsburgh honoring 257 veteran employees who had been with the company twenty-five years or more. L. A. Van Bomel, president of National Dairy Products Corporation, of which Rieck's is a subsidiary, made the announcement.

Among the veterans honored at the dinner and who received gold wrist watches for 25 years or more of service, were A. J. Dreux, president of Rieck-McJunkin, Harry J. Volbers, president of Ecoma; and James H. Laher, manager of the Hoffman Division and vice-president of Rieck-McJunkin.


## Texans Elect Simpson

The Dairy Products Institute of Texas, which includes ice cream manufacturers in its membership, held its 42nd annual convention in Houston, Texas in February with some 600 delegates attending.

Officers elected were John Simpson, Austin, Superior Dairies, President; Lester Levy, Waco, Independent Ice Cream Company, Treasurer; and George Clarke, Austin, Executive Vice-President.

Included among the speakers was Robert Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers of Washington, D. C.

*Dutch Process* **COCOAS**



*by*  
**Ambrosia**  
ESTD BY THE 1850s

**AMBROSIA CHOCOLATE COMPANY**  
**MILWAUKEE**

ICE CREAM for epicures, introduced in a sumptuous gold-foil package developed by Marathon Corporation is the latest addition to the more than fifty dairy products processed or distributed by Golden State Company, Limited. Shown here is the California dairy's "Cream O' Gold" catering ice cream, made only of finest ingredients and containing high butterfat with a very low over-run.

## Dairy Leaders To Convene

An unprecedented industrywide caucus of representatives of dairying from coast to coast has been called to meet in Chicago "to rally forces and to set sights for the greatest crusade for expanded dairy product sales in history."

More than 350 key representatives of manufacturing, processing, distributing and producing branches of the industry will attend this extra-ordinary dairy congress March 27, at Chicago's Hotel Morrison.

"A growing realization that the dairy industry faces a fight for its life in the nation's market places has resulted in this rally," Owen M. Richards, general manager of the American Dairy Association, said. "Price declines of \$650,000,000 to dairy farmers during the past year, government storage holdings of butter, cheese, dry milk and other products, plus new competitive situations, all combine to place the dairy industry in one of the most serious periods of crisis in its long history in America."

Efforts will be launched at the caucus meeting, Mr. Richards said, to find ways and means for development of a nationwide selling program that will enable the dairy industry to bring consumption into line with production.

"Present problems of the industry," he declared, "can easily be pinpointed to a vast floating pool of milk. This isn't surplus milk. It's milk that requires extra selling. Unless such effort is put behind it on an industrywide basis, this milk will continue to float around from product to product, depressing prices for milk, butter, cheese, evaporated milk and every dairy item."

Mr. Richards estimated the "floating pool" of milk to be approximately seven billion pounds—about five per cent of total production. It's the industry's responsibility, he said, to develop a selling program that will prevent the five per cent from pushing down prices of all milk produced to the level of government support floor prices.

Dairymen everywhere, he said, are getting tired of producing a portion of their milk for dairy foods in a seemingly endless program of government storage. Product that isn't consumed only gets in the way of production. The net result undermines the price structure of the entire line of dairy foods. Today's milk, butter, cheese and other dairy product prices are below the price level of today's food basket. Under consumption or lack of selling all of today's milk production accounts for it.

"Sales to the government," he said, "don't solve sales problems. Uncle Sam, while he may be a good customer in many ways, actually has no stomach. He is neither a consumer, nor a salesman. The industry's markets are the nation's 40,000,000 families and the sales force is the dairy industry itself."

What a sound dairy industry actually will mean to the nation's general prosperity is emphasized, Mr. Richards said, by the fact that dairying, while taking only about 15 per cent of the nation's food dollar, actually provides about one-third of the food.

Delegates to the meeting will convene in the Terrace Room of the Hotel Morrison the afternoon of March 27. The caucus session will precede the annual meeting of the American Dairy Association, March 28. The association, founded in 1940, carries on an industrywide program of advertising and merchandising financed by dairy farmers across the nation. This

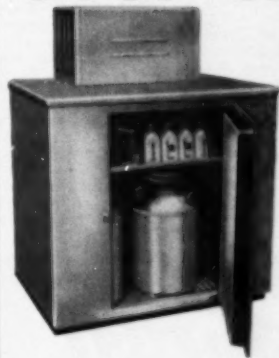


program is keyed to salesmanship through aggressive promotion of the industry and its products. The caucus will take up proposals advanced by numerous branches of the industry in various sections of the country for greatly expanded advertising and merchandising activities to meet the growing needs of the dairy industry in the future.

## N. C. Tech Society Elects

The following officers have been elected and appointed by the North Carolina Dairy Technology Society to serve for the year 1950: President Sam N. Mann, Pine State Creamery, Raleigh; Vice President, W. E. Younts, Jr., Melville Dairy, Burlington; Treasurer, Paul R. Jordan, Dairy Division N. C. Dept. of Agriculture, Raleigh; and Secretary, W. M. Roberts, Dairy Department, N. C. State College, Raleigh.

## STOP STORAGE and DELIVERY WORRIES



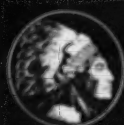
Be prepared for seasonal rushes or for late deliveries with this new LA CROSSE HI-BOY MIX COOLER — a refrigerated storage cabinet.

This sanitary, convenient, refrigerated cabinet meets the demands of the Counter Freezer Industry. Electric cabinet, 30" x 46", stores 4-10 gallon Mix Cans plus containers on handy shelf. Operates at temperatures of 34° to 42°—equipped with temperature control.

WRITE TODAY for further information and name of nearest dealer.

**LA CROSSE COOLER CO.**

2809-17 LOSEY BLVD., SO.  
LA CROSSE, WISCONSIN



again in '50  
the SWING is to **SAVAGE**  
ICE CREAM  
CABINETS

Turn to  
**PAGE 3**  
and you'll  
see why!

## Classified Advertising

### FOR SALE

**FOR SALE:** Bubble soda fountains 5' and 6' complete with pumps and jars, brand new in crates, \$395.00, f.o.b. New York. Interstate Appliance Co., Inc. 600 Broadway, New York 12, N. Y.

**FOR SALE:** Sweden Ice Cream Freezers, complete with condensing units, 4.20 quart capacity, brand new in crates. Very low prices. Interstate Appliance Co., Inc. 600 Broadway, New York 12, N. Y.

**FOR SALE:** Mechanical Cow units, consisting of homogenizer, cooler, 6 quart Taylor Freezer Ice Cream Head, unit. This unit will make milk, cream or ice cream mix. Formerly sold for \$1,750.00, now only \$1,075.00. Brand new, crated, f.o.b. New York. Interstate Appliance Co., Inc. 600 Broadway, New York 12, N. Y.

**FOR SALE:** 2½ and 5 gallon used Metal ice cream cans, Eastern Squat Style, ready for use, bargain at 75c each, F.O.B. Cleveland, Ohio. Fairmont Foods Co., 2310 W. 17th St., Cleveland, Ohio.

**FOR SALE:** Complete ice cream vending organization. Perfectly suited for small ice cream manufacturer consisting of: Fully insulated Dodge panel truck with built-in new ½ h.p. compressor for A.C. outlets, 2 Dole heavy-duty Kold Hold plates, 400 doz. capacity, 2 new bike type vending carts, 4 pusher-type carts, several 2 wheel carts; Dry ice chest for 400 lbs., plus miscellaneous equipment. Locally established. Will sell with registered trade name. Will sacrifice for immediate sale \$2150. Should pay for itself in one year. For further information write: Red Rider Enterprises, P. O. Box 195, Michigan City, Ind.

### FOR SALE

**FOR SALE:** One 1947 ½ ton dry ice vending truck. One 1937 Brockway 700 gallon with five plates, four doors, 1½ horsepower compressor. One 1½ ton Ford ten wheeler with 1200 gallon transport body. One 1936 3½ ton Brockway gallon transport. Parts for approximately twenty vending tricycles. All above equipment in good condition. Will sell very reasonable. Details and price sent on request. Colonial Ice Cream Co., 112 Middletown Ave., New Haven, Conn.

**FOR SALE:** Vending Boxes—Unlimited quantity. New (18x10x16) \$7.75 each. New England Vending Equipment Co., Webster, Massachusetts.

**FOR SALE:** Ice Cream store, grill and manufacturing plant located in southeastern Wisconsin city of 70,000 population. The front retail store is fully equipped with new modern fixtures. Rear partially equipped for ice cream manufacturing with hardening room. Big opportunity for wholesale ice cream novelty and vending business or store expansion. Building modern brick concrete amply large for future development. Real estate can be leased or purchased. Owner wishes to retire. Reply Box 297, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

**FOR SALE:** Two-wheel upright ice cream vending push carts. Size—outside height 28" width 18", length 22", capacity about 20 dozen. Fiberglass insulation solid tires on ball bearing wheels, 20-gauge all steel construction, baked enamel, \$39.50 each. Order now for early delivery. Ice cream vending trailers, tricycles, and 3-wheel push carts also available. Write for detailed information. Miller & Co., 5532 W. 25th St., Cicero 50, Ill.

**FOR SALE:** One Mojonier 36" stainless steel vacuum pan, available immediately. The H. Woebkenberg Dairy Co., Reading 15, Ohio.

### Problems?

Do you have any problems that ICE CREAM FIELD can help you solve? What we have in mind is your recent concern about the machinery or equipment you were looking for—or wanted to dispose of.

Or perhaps you're not satisfied with the way the sales and/or production end of your business is functioning. No doubt you've been thinking of hiring someone who can help straighten things out.

Well, worry no more! Let a Classified Advertisement in the next issue of ICE CREAM FIELD do the job for you. Chances are you'll be amazed at the quick results. For rates, see the box on Page 107.

**FOR SALE:** 60 to 150 gallon continuous freezers; 40 to 100 qt. Direct Expansion Batch Freezers; Brickmaster ice cream brick cutter; 100 to 500 gallon pasteurizers with stainless steel linings; Four Jensen Stainless steel cabinet coolers each containing 8 wings 36 tubes high; Mojonier Stainless Steel Cabinet Cooler with 6 wings 72 tubes high; 10 ft. Creamery Package Direct expansion cooler section 14"—2" stainless steel tubes; Cherry Burrell Junior and Senior Cabinet Coolers with tinned copper tubes; 125 to 1500 gallon Homogenizers or viscolizers; 600 and 1000 gallon Horizontal coil vats with stainless steel linings and tinned copper coils; 3 ft. to 6 ft. stainless steel linings and tinned copper coils; 3 ft. to 6 ft. Stainless Steel, also copper Vacuum Pans. Write or wire your requirements. Lester Kehoe Machinery Corp., 1 East 42nd St., New York 17, N. Y. Telephone — MUrray Hill 2 4616.

NATIONALLY  
ADVERTISED

*Sweetheart*  
ICE CREAM  
JUNE FEATURE FLAVOR

**G. P. GUNDLACH & CO.**

"Servants to the Dairy Industry"

1201-07 WEST EIGHTH ST.

BOX "A"

CINCINNATI 3, OHIO

Canadian Representative: H. F. Pierce, 491 Dufferin Ave., London, Ontario

## YOU Can Tie-In With This Giant Program

Saturday Evening Post ads in full color featuring YOUR Ice Cream are now a reality.

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WATCH FOR OUR  
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SATURDAY EVENING  
**Post**



## Announcing

## BIGGER PROFITS WITH BETTER FLAVORS

### ICE CREAM BASES

**Spumoni "Dream"**  
Pure egg yolks, Mexican vanilla, essential oils, spices — produces a rich, tasty ice cream, 3-4 wts./10 gals.  
**Black Raspberry Comp.**  
Pure rasp. fruit, extract, and sugar combined. One quart flavor to 10 batches of ice cream. Most economical product on the market.  
**"Fancy Creamer Molds"**  
Direct fill, cutting, and sectioned molds for fancy color work—wide variety available for all holidays and organizations — eggs, rabbits, fishes, etc.

## GE-OR-CO

### TWO NEW DEVELOPMENTS FROM OUR RESEARCH LABORATORIES

**"JUMBO MILK FREEZE" BASE**  
New type powder makes any flavor "Milk Freeze" — a small product which whips up like ice cream — can be used to 24 wt. sugar cups for money making "Jumbo Milk Shakes."  
**"ICE CREAM AID"**  
A new ice cream stabilizer for 10-12% buttermilk mix — improves body and texture to equal that of a rich 14-16% product. Simply use with your mix.

**SPECIALTY FOOD CHEMISTS SINCE 1920**  
**ORINGER MANUFACTURING CO.**  
30 S. MARKET STREET BOSTON 6, MASS.

## MAKE YOUR ICE CREAM BETTER



## with CP FLO-MULS liquid emulsifier

Improve flavor, texture. • Easy to use. • Great for home. Prep. • Sprinkle up whipping time. • Products "dry" less. • Eliminates need for egg. • Can be used in COLD or HOT mixes. • Especially recommended when using butter, plastic or frozen cream.

**THE CREAMERY PACKAGE MFG. COMPANY**  
General Office: 1243 W. Washington Blvd. Chicago 7, Illinois  
Sales Branches in 27 Foreign Cities

## Classified Advertising

### FOR SALE

**FOR SALE:** Liquidation: 60 cubic foot frozen food cabinet, complete, perfect running condition, upright, 2 door model, excellent for farm, estate, club, hotel, restaurant, etc., holds approximately 2000 lbs. frozen foods or ice cream, will also quick freeze. 6 1/2" high, 7" width, 2 1/2" depth. Last unit priced at 40% below manufacturer's cost. Write Freezers, c/o 123D Larchmont Acres, Larchmont, New York. Call New York City — Dlgby 4-1989.

**FOR SALE:** Retail ice cream and dairy products business in Wisconsin town of approximately 10,000 population. Will lease or sell as going business or will sell equipment. Made by Grand Rapids practically new. Box #295, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

**FOR SALE:** One brand new fifty gallon soda fountain with two sink workboard \$1350.00. Nationally known make. Box 294, Ice Cream Field, 18 W. 44th St., N. Y. C. 18, N. Y.

**FOR SALE:** 15 Mould novelty brine tank (Ice Cream Novelities Co.) with ammonia surge tank and float valve. Good condition. Used only 3 years. E. F. Gongwer Company, Painesville, Ohio.

**FOR SALE:** 30 Milky ice cream vending pushcarts. A-1 condition. \$60.00 each f.o.b. New Orleans. Russell Ice Cream Co., New Orleans.

### HELP WANTED

**HELP WANTED:** An experienced creamery man, main products, ice cream, batch freezer, our own mix, some butter, small quantity of cottage cheese, no fluid milk. This is a small home owned plant, in Central New York State. There is an opportunity here to become plant manager if a man has the ability to get work done, supervise others, and take responsibility. Answer giving age, type of experience and character references. Box 285, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

**HELP WANTED:** Sales representative with thorough experience in ice cream and dairy equipment and packaging industries. Current contacts throughout Washington to New England area. Seeks new connection. Write Box 293, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

**HELP WANTED:** Nationally advertised concern desires man to sell their processed fruits and extracts to the ice cream industry. Drawing account. Several choice territories open. Box No. 151, Ice Cream Field, 19 W. 44th St., N. Y. C.

**HELP WANTED:** Flavor expert experienced in bulk field wanted by large, well established Eastern manufacturer with complete facilities. Prefer man with both production and sales experience capable of ultimately managing department. Reply with full details including age, experience, previous connections. Salary and commission basis. Box 296, Ice Cream Field, 19 W. 44th Street, N. Y. C.

### Rates

**RATES:** machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

**REPLIES** to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 18, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

### WANTED TO BUY

**WANTED:** One 150 gal. C.P. (Creamery Package) Freezer (Continuous). Would like to inspect. Please notify Senator Frozen Products, Inc., 510 Southern Blvd., N. Y. 55, N. Y.

### POSITION WANTED

**POSITION WANTED:** Working plant supervisor in charge of production or laboratory with a well established ice cream firm. College graduate. Five years' experience in market milk and ice cream. Age 26 and single. Good references. Prefer New York City but will accept out of state opportunities. Box 298, Ice Cream Field, 18 W. 44th St., N. Y. 18, N. Y.

What will you pay for a 7000 gallon mix stop?



Carvel Dairies, Div. of Carvel Corp., will deliver the entire package, including operator. Contact us today.  
**CARVEL CORPORATION**  
550 West 35th St.  
New York, N. Y.  
Established 1914

**McGraw**  
**CONCENTRATE EMULSER**  
"for the finest in ice cream"

**McGRAW CHEMICAL COMPANY**  
831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

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100 Times the Real  
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**IMPARTS EXCELLENT FLAVOR AND EXQUISITE AROMA TO FOOD PRODUCTS**

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445 Lake Shore Drive, Chicago 11, Ill.

Warehouses also: NEW YORK, CHICAGO, LOS ANGELES

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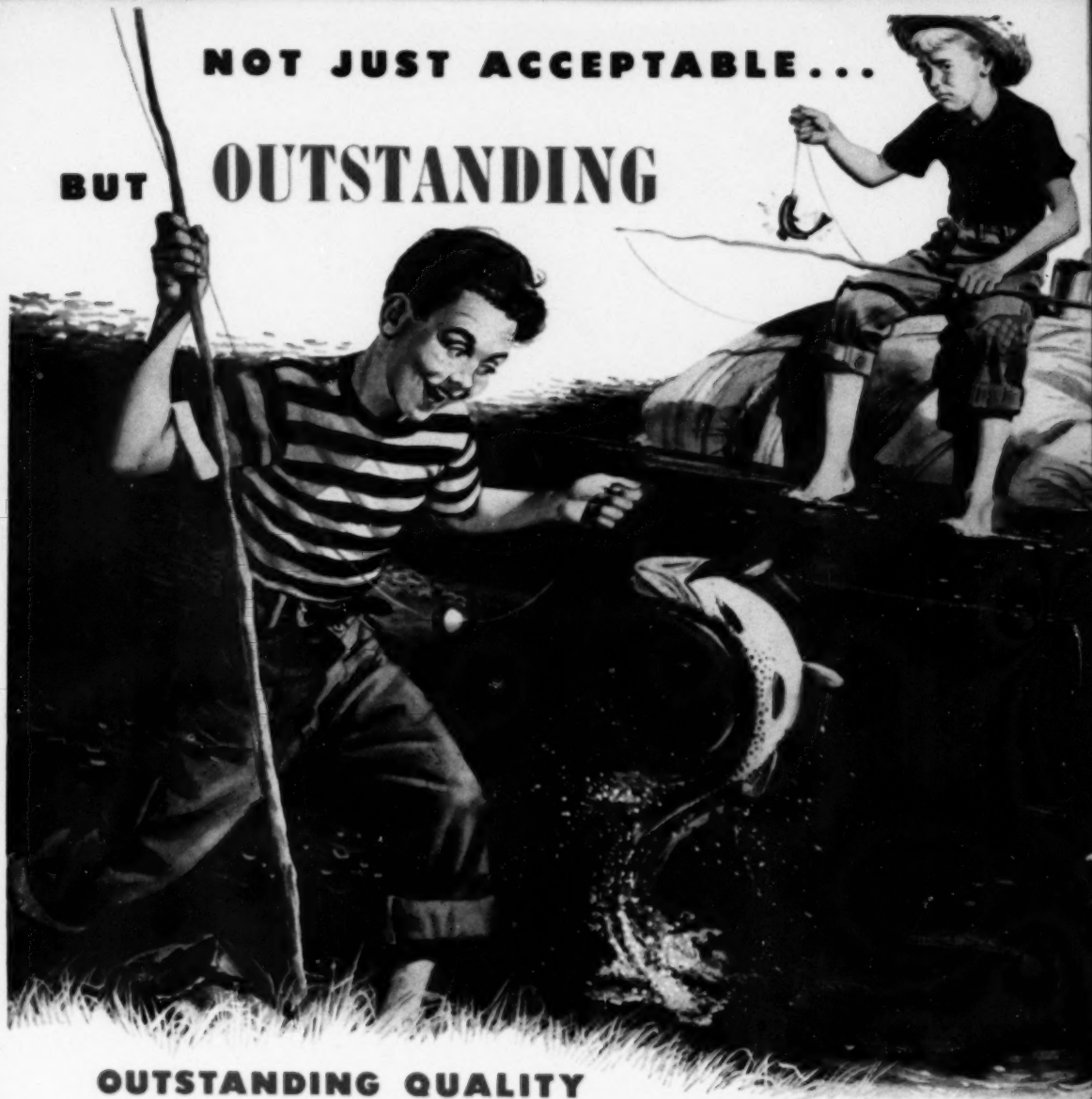
AMERICAN SALES OFFICES IN ATLANTA, DALLAS, PORTLAND, OREGON, RICHMOND, VA., ST. LOUIS, SAN FRANCISCO IN SEVERAL OTHERS.

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Have you tried  
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**PARASOL**  
Certified  
Food Colors?

**NOT JUST ACCEPTABLE...**

**BUT OUTSTANDING**



## **OUTSTANDING QUALITY**

**...that's the Plus Gumpert gives the Ice Cream Maker**

"Good enough" quality is *NOT* enough if you want ice cream products that are outstandingly superior in looks, in taste appeal and sales appeal. To be merely *acceptable* will never spell success.

That's why so many ice cream manufacturers rely on Gumpert's *outstanding* quality to guarantee extra goodness in *THEIR* products. That's why regular users of Gumpert ice cream specialties are among the nation's most successful.

There are four reasons why. First is Gumpert's dependable "top-of-the-crop" *ingredients*. Second is improved *methods*. Third is Gumpert's *cost control* that assures the ice cream manufacturer wider profit margins, and fourth, the dependably uniform *results* Gumpert products achieve, without waste or loss.

For a more profitable year, start right now to use the matchless goodness Gumpert offers you.

**270 Products to Aid the Ice Cream Manufacturer**

Concentrated Chocolate Flavor	Complete Line of Fruit and Nut	Extracts and Colors
Concentrated Butterscotch Flavor	Combinations	Numerous Other Ice Cream,
Complete Line of Soda Fountain	Water Ice and Sherbet Base	Water Ice and Sherbet
Products	Vanillas—(Pure, Blended and French)	Manufacturing Aids

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**THE OUTSTANDING NAME  
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ICE CREAM SPECIALTIES!**

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